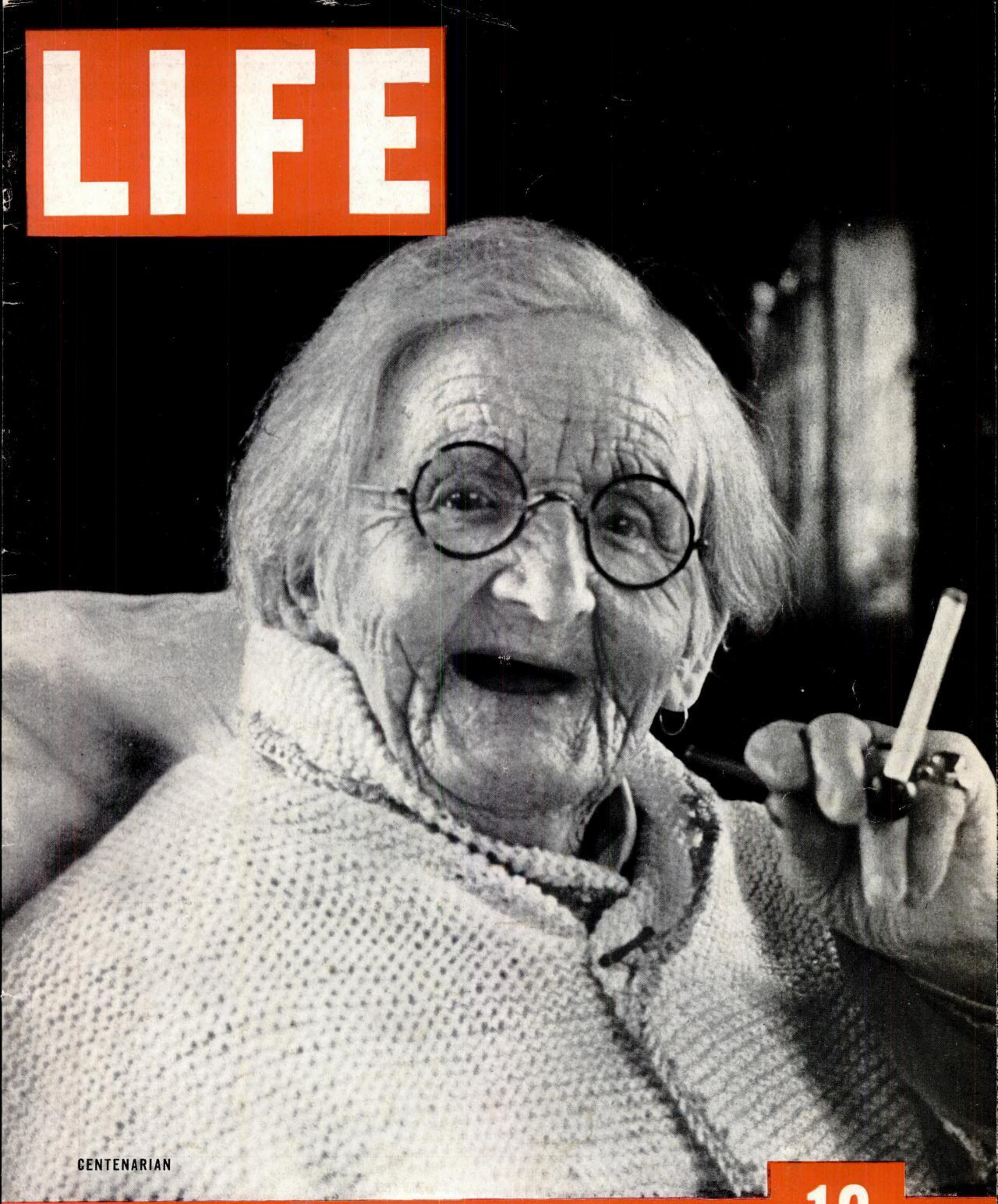
LIFE



CENTENARIAN

APRIL 12, 1937 10 CENTS

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America's Finest Silverplate . . 1937

90 years ago . . . ladies in crinoline chose the first 1847 Rogers Bros. design.

Today . . . beautifully groomed women still set their intimate dinner tables with one of the newest smart patterns in this fine first-quality silverplate. You are doubly fortunate if you select one of these charming patterns now, for *the 90th Year Jubilee Sets offer you savings of $13 to $22* on magnificent services containing from 52 to 90 pieces.

And these sets may be paid for out of your income. Enjoy yours immediately. Select it at your silver dealer's today.

LOOK FOR THE YEARMARK "1847"

1847 ROGERS BROS.

FOR 90 YEARS AMERICA'S FINEST SILVERPLATE

MADE BY INTERNATIONAL SILVER COMPANY IS MERIDEN, CONN.

Enjoy 1847 *Rogers Bros. Sunday afternoon* Radio *entertainments:* 4:30 *to* 5:00, *E. S. T.—N. B. C.* Red Network Stations, *featuring Josef Cherniavsky, the "Musical Camera," and Miss Willie Morris.*

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When are you going to give your teeth the *Beauty Bath* New York models use?

If you have the idea that all tooth pastes are the same, get over the idea. There's one that is different.

You'll have a treat . . . an entirely new and delightful experience . . . when you use Listerine Tooth Paste. Fragrant, tangy, milky white, refreshing as a shower . . . such is the solution that sweeps your mouth and teeth when you employ this dainty dentifrice.

So noticeable are its beautifying effects that exotic New York models—the most critical of tooth paste users—call Listerine Tooth Paste their beauty bath for teeth. One after another, with unrestrained enthusiasm, they declare it gives to teeth a radiant flash and brilliance, a lasting whiteness that ordinary dentifrices do not match.

Why not lay aside the dentifrice you are now using and try this modern beauty treatment?

Buy a tube today and see what an improvement it makes in the looks of your teeth. In two big economical sizes, 25¢ and 40¢.

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MORE THAN
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TOOTH PASTE IN THE DOUBLE
SIZE TUBE 40¢
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FOAMING—YET
SOAPLESS!
A Tooth Powder
you'll like
25¢ & 40¢



A TONIC FOR THE GUMS *(When used with Massage)*

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Durham Duplex Razor is perfectly balanced . . . looks, feels, shaves like a "straight-edge"—yet it's a SAFETY razor

BALANCE and cutting edge . . . these are the things every barber demands in a razor. Now you can get the same perfect balance and "hollow-ground" blade of the barber's "straight-edge" in a *safety* razor!

The Durham Duplex Blade of heavy Swedish steel lies flat on your face. Never chops or irritates. A special safety guard gives absolute protection—yet allows razor to shave off each hair at the base.

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COMPLETE . . . $1

LIFE
April 12, 1937

LIFE is published weekly by TIME Inc., at 350 East 22nd Street, Chicago, Ill. Entered as second-class matter November 16, 1936 at the postoffice at Chicago, Ill., under the act of March 3rd, 1879. Subscriptions $4.50 a year in U. S. A.

Volume 2
Number 15

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The Book-of-the-Month Club offers you a FREE copy for your library of a book which—as the record indicates—has been more widely enjoyed by discriminating readers than any book of fiction published within the past ten years—a trilogy that has been translated into fourteen languages and won for its author the coveted NOBEL PRIZE for Literature. It is

KRISTIN LAVRANSDATTER

BY SIGRID UNDSET

The three famous novels, price originally $9.00, in a beautiful one-volume edition; 1100 pages; thin but opaque paper. Soft cloth binding, stamped in gold.



During the ten years of its existence, the Book-of-the-Month Club has sent out to its subscribers 159 different books as books-of-the-month and book-dividends. Judging solely by the record of *continuing sales* to the Club's subscribers, *Kristin Lavransdatter* tops the list of all books during the ten-year period. Book-of-the-Month Club subscribers unquestionably represent, both socially and geographically, an ideal cross-section of the more discriminating book-readers of the United States. Accordingly, it seems fair to conclude, if continuing demand means anything, that over the long-term—eliminating books popular today and forgotten tomorrow—this remarkable trilogy has been more deeply enjoyed by the real book-lovers of the nation than any novel published in the past decade.

WE are likely to forget that there were women and children among the Vikings, not merely long-moustached warriors. This book is the story of how they lived and thought; here they are in their homes as well as upon the seas—barbarians becoming Christians; and here is a winsome child amongst them, such as you might delight in and be proud of as her knightly father was of little Kristin. This is how she grew up and loved madly and sinned, and broke her father's heart, though he would not say so; and how she quarreled with and loved again her charming, irresponsible husband, and how she bore many children to him and what happened to them.

"The book inspires one in its spaciousness, its spirituality, and its warm human details with the same feeling as a Gothic cathedral does. The folk-ways of the time, all the minutiae of that olden life, are here as inextricable background to a story that is as modern and as ancient as the passions of humankind. Crowds of people move through its pages. There is none of that noticeable plot-invention which even artists of the high type of Conrad sometimes descend to. Things happen in large unhampered fashion, as they do in life. Again and again Chance strikes like lightning in the book—and as impassively. Moreover, one gets a sense of the inexorable creep of Time that few novelists nowadays seem able to convey. Time isn't static; the novelist who ignores it is a tyro; it is the most important thing to humanity in the universe. People grow old and die in this book; little girls become harried mothers, puling infants become brawling warriors. Years pass, long years, and do their work. This is a book, in short, that leaves you rich in memories, as Time itself does. That, surely, is the supreme test of a work of fiction."—HARRY SCHERMAN, in the *Book-of-the-Month Club News*.



A visualization of Kristin Lavransdatter, by Nicholas F. Riley. It was in Viking ships like these, with flaring colored sails and warriors' shields in serried rows at the side, that Kristin's lover and husband, Erlend, spent many of his wild years.

WHY WE OFFER TO GIVE YOU A FREE COPY OF THIS BOOK...

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Study this booklet at your leisure; you may be surprised, for instance, to learn that belonging to the Club does not mean you have to pay any fixed sum each year; nor does it mean that you are obliged to take one book every month, twelve a year (you may take as few as four); nor are you ever obliged to take the specific book-of-the-month selected by the judges. You have complete freedom of choice at all times. You also participate in the Club's "book-dividends," of which over $1,250,000 were distributed among members last year alone.

If, after reading the booklet, you decide to join the Club, the free copy of *Kristin Lavransdatter* being reserved for you will at once be shipped to you.

Here is a very interesting fact; over 150,000 families — composed of discerning but busy readers like yourself—now get most of their books through the Book-of-the-Month Club; and of these tens of thousands of people *not a single one was induced to join by a salesman:* every one of them joined upon his own initiative, upon the recommendation of friends who were members, or after simply reading—as we ask you to do—the bare facts about the many ways in which membership in the Club benefits you as a book-reader and book-buyer.

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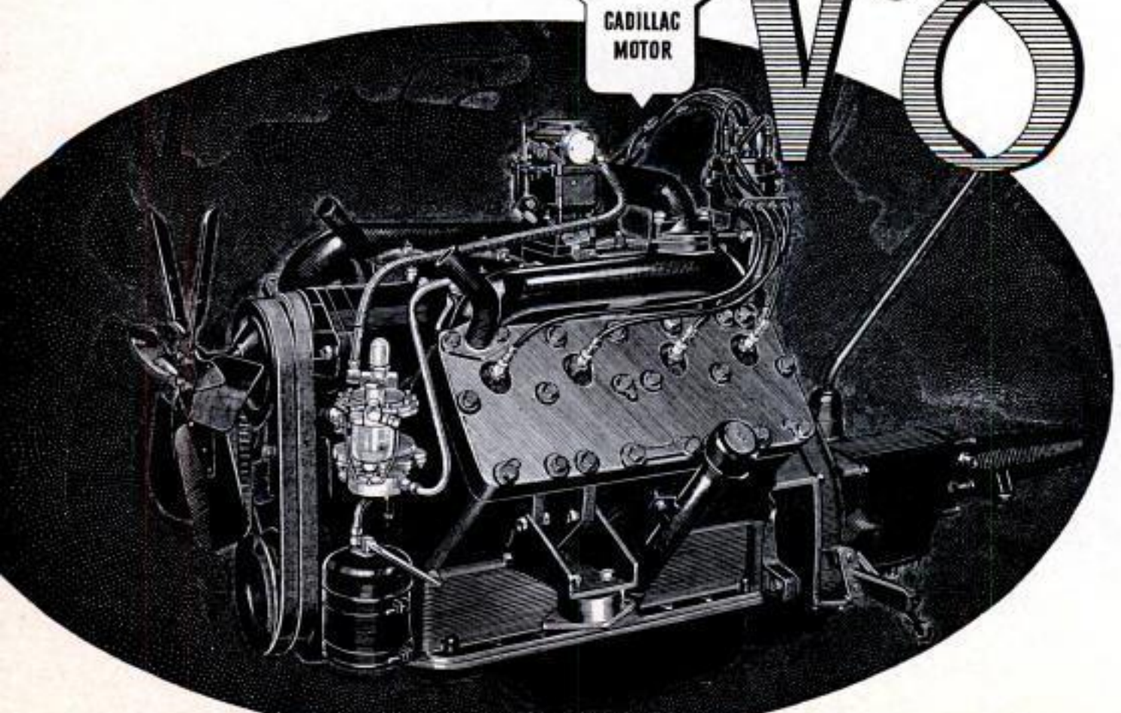
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Fibber McGee takes a simple shortcut to change his Monday broadcasting period to 9 o'clock Eastern, 8 o'clock Central Standard Time, NBC. Thus, listeners get a more convenient hour, and he gets what he usually gets—the works.

Monday Night COMES TO LIFE

"I'll tell you a show everybody's listening to in Hollywood—It's Fibber McGee and Molly." Reporters caught this from Jack Benny, star of NBC's Sunday night Jell-O program, the other day in Chicago enroute from Hollywood to New York. One hundred weeks ago, sponsored by Johnson's Wax, this new radio comedy team came strolling down the airlanes. Amazingly soon they became required hearing to millions of Monday night radio listeners. Without benefit of intensive Hollywood fanfare or Broadway ballyhoo, Fibber McGee and Molly have become firmly—and fondly—intrenched in America's receptive heart.



"We'll have to tell you later" . . . this gay gaballero is, by his own admission, pretty hot stuff with smart quips and witty sayings. It's Mort Toops—as portrayed by Jim "Fibber" Jordan.



Marion and Jim Jordan—**Fibber McGee and Molly** to you and to millions, are wearing their laurels with becoming modesty. Confirmed family circlists and spotlight shunners, they have yet to fall for or into a ruby-studded swimming pool or canary colored convertible. They hope that their new Monday night time (9 o'clock Eastern, 8 o'clock Central Standard Time, NBC, beginning April 12) will bring them a host of new friends.



Horatio K. Boomer, Micawber of the Microphone, opportunist extraordinary and impresario of the short beer. (In private life, Bill Thompson.)



WHOOPEE-E-E-E-e-e-e!—it's Grandmaw! In a streamlined wheelchair, a kiddie car, on roller skates, or tossing off a hot rhumba (with bumps). Grandmaw is another characterization by Marion (Molly) Jordan.

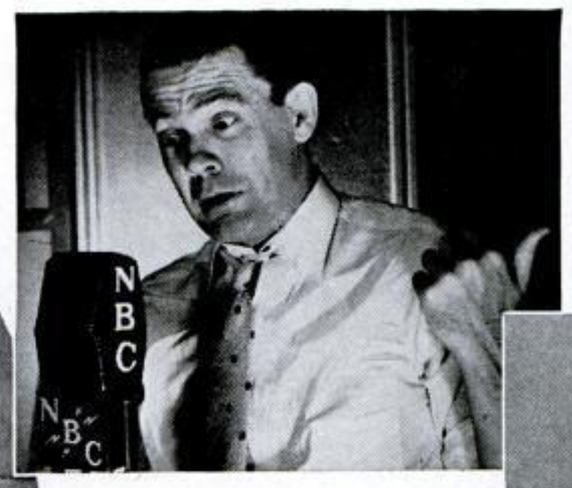
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Going up in fine shape, thank you—is this Monday Melange of Mirth and Melody, even though Fibber doesn't seem to be getting much mileage per gal. "'Tain't Funny, McGee," says Molly. By the way, next Monday finds Fibber and Molly in a Night Club—at their new time, 9 o'clock Eastern and 8 o'clock Central Standard time, NBC Red Network. No change on Mountain or Pacific time stations.



Silly Watson, the "dark" man who crosses your aural path on Monday nights with Fibber Mc Gee and Molly, is played by radiactor Hugh Studebaker.



"I betcha" . . . a little girl who deserves—and gets—a great big hand. But not where Fibber would sometimes like to apply it. One of radio's most quoted characters, little "I-Betcha" is another appealing portrayal by Marion (Molly) Jordan.





All the world's a stooge... claims Harlow (HARPO) Wilcox, with a long record of breaking and entering dialog with a few well-chosen remarks about Johnson's Wax and Johnson's Self-Polishing Glo-Coat, the no-rubbing floor polish that shines as it dries, and—

HARPO!

All right, Fibber. Just one more thing, folks, don't forget our change of time starting April 12th—still Monday night, but one hour later.

NEW TIME
9 P.M.
Eastern Standard Time
8 P.M.
Central Standard Time
(9 P. M. Pacific and 10 P. M. Mountain Time as always.)

Ted Weems—direct descendant of Parson Weems, George Washington's imaginative biographer, is making history of his own kind with the Fibber McGee show. In his versatile group are Perry Como, who causes cardiac flutters with his crooning, and Elmo Tanner, whistler par excellence, meaning swell.

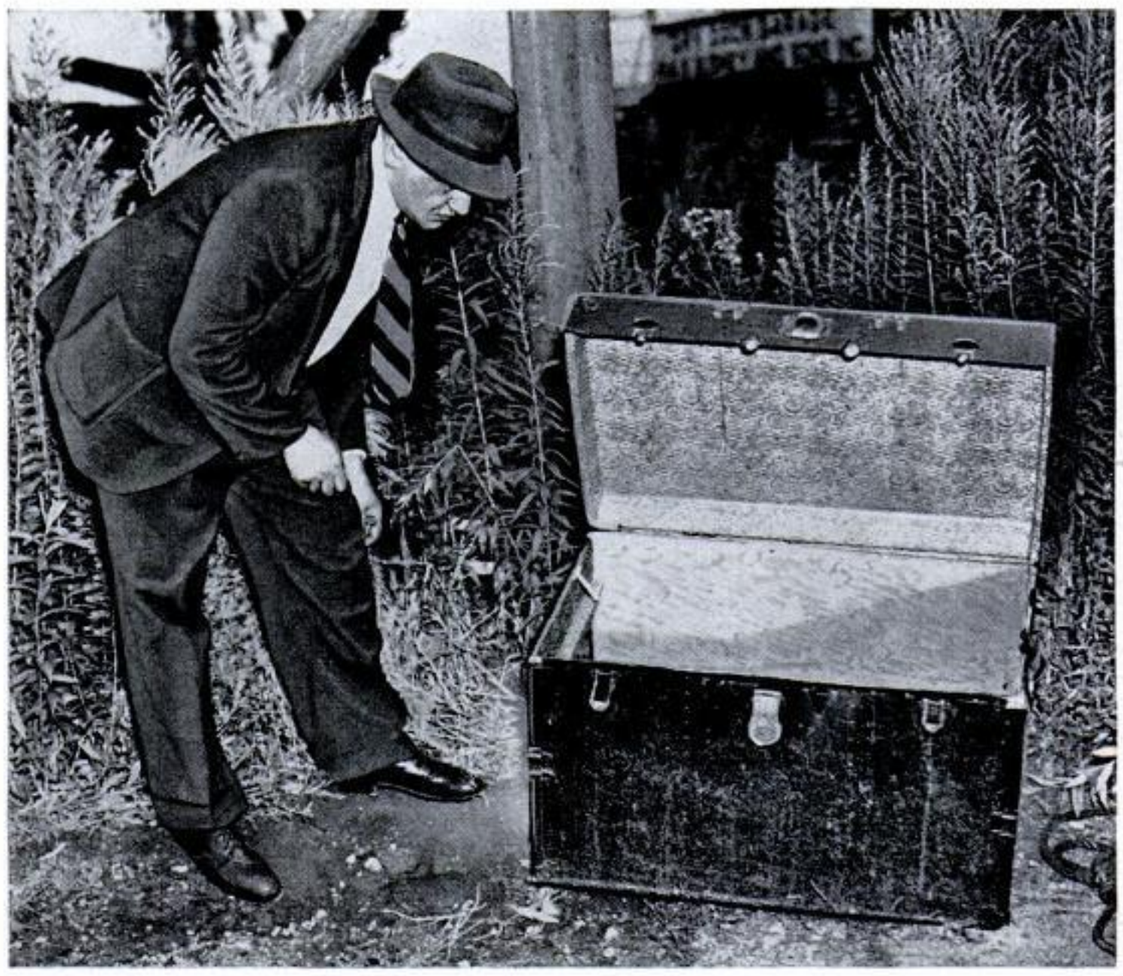
Mrs. Wearybottom, the Voice of Woe, whose non-stop monotone is another original characterization by normally light-hearted Marion (Molly) Jordan.

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SPEAKING OF PICTURES . . .



The trunk murder shown above took place in Brooklyn. The man peering at the corpse is not a detective. It is Mr. Fellig who knows that editors demand people in pictures so he set his camera, took himself by means of a cable release concealed in his right hand.



The expurgated trunk murder pictured above is the same as the one at the left except that the corpse has been painted out. This was done by the New York *Post* which feared that the corpse would upset its readers. Other papers printed the picture with corpse in full view.



The Fellig home is this bare room in a building opposite police headquarters in Manhattan. Here Fellig lives, sleeps and spends his time when he isn't out taking pictures. His camera, bulbs and tripod are all at hand to be grabbed up the instant news of a story comes in or the gong (*opposite page*) rings out a two or three-alarm fire.



Fellig's dream girl is just one of his jokes. He faked this picture to burlesque his bachelor existence. Fellig has no home, no wife, no family, doesn't seem to want any.

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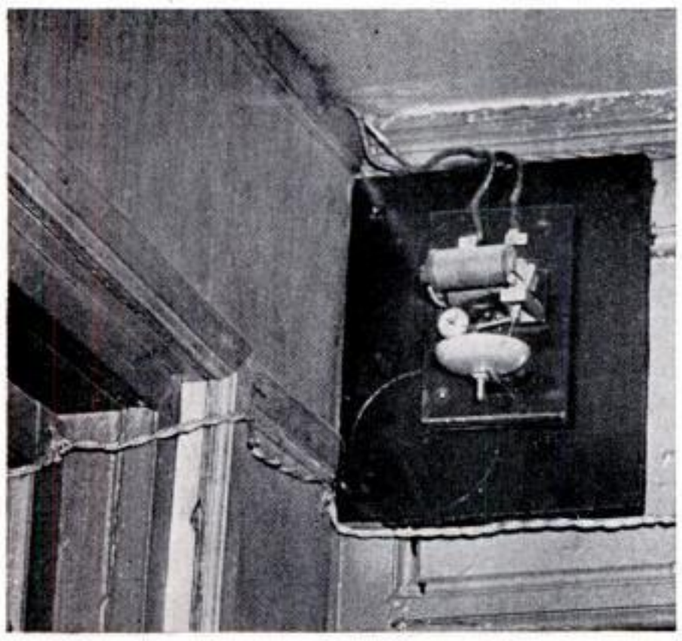
. . . A NEW YORK FREE LANCE PHOTOGRAPHS THE NEWS

Arthur Fellig's associates call him "Ouija" because he often gets a feeling that something is going to happen and then something does happen. The Fellig reputation for being a Ouija is based largely on the fact that early in the morning of Sept. 3, 1925 he had a premonition. Shortly the dirigible *Shenandoah* was wrecked. Mr. Fellig has another, more useful reputation: New York newspaper editors know him as the photographer who is first on the scene of a crime or accident more often than any other news cameraman. This reputation is Mr. Fellig's source of livelihood. A free-lance news photographer who sells his pictures to newspapers and picture agencies, he has his best sales when he gets scoops. He lives across the street from Manhattan police headquarters, sleeps in his clothes, is ready night or day to dash out and take pictures. Newspaper staffs are small at night so editors are glad to have Fellig around to cover stories. Fellig left school 23 years ago, when he was 14, to work for a commercial photographer and has been in photography since. His work is his whole life. When he wants to relax from taking pictures of cops and robbers, he goes to a G-Man movie. A swarthy, pleasant, uncultured man, he loves his work and even likes the people he photographs. He thinks murderers are "very nice people" because they rarely give a cameraman trouble.



A gallery of notable faces by Fellig appears at right. The man at top is not tipping his hat. He is about to cover his face from Fellig's camera. The lady is the wife of a just-killed night-club owner. The negro is Major Green who murdered Mrs. Harriet Case last January.



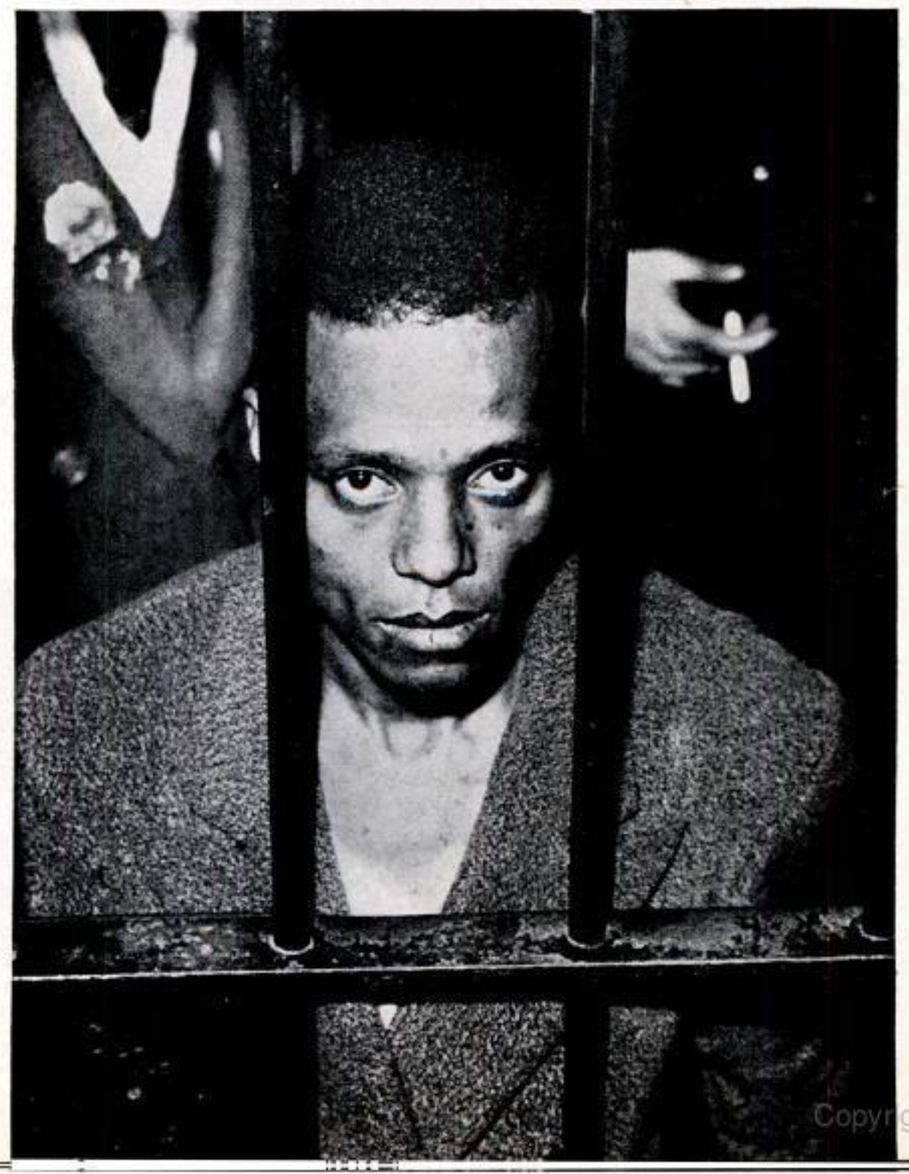


The fire alarm bell at left is a few feet from the room (*opposite*) where Fellig lives and sleeps. It is wired directly to fire department headquarters, rings all alarms. Fellig also has a radio which brings him police calls and alarms. He gets other news tips from reporters who have offices in the same building.





At police headquarters (*above*) Fellig studies the official police teletype reports to see what is going on and what stories he had best cover. At the right, Fellig is examining a police wagon to see if there is anything inside that might be worth photographing. He oftens gets hitches on the back of police vehicles to the scene of a crime or disaster.



(*continued on page 11*)

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LIFE IN THE EVERGREEN PLAYGROUND of OREGON-WASHINGTON BRITISH COLUMBIA (CANADA)






SEALS AT PLAY







Winter sports—8 months of the year.

Foreign atmosphere.

Alpine flowers.

Salt and fresh water playgrounds.

TAKE a slice of Switzerland . . . throw in the Italian lakes, the rivers of Central Europe, the fjords of Norway, the isles of the Mediterranean. . . . Mix thoroughly with a mild year-round climate—the most healthful in the world for work and play. Add a touch of wild life, forests such as you have never seen—English atmosphere, Indian villages, two giant dam projects. And all within easy reach of six key cities, and these only a few miles apart. . . . *This is life in the Evergreen Playground!* Things to see and do within one territory that you would have to tour the world to duplicate. From sea-level to ski-level—every holiday sport and thrill under a cool sun, as well as every modern comfort and convenience for an enjoyable stay. Costs far below average. No red tape or passports needed for Canada!

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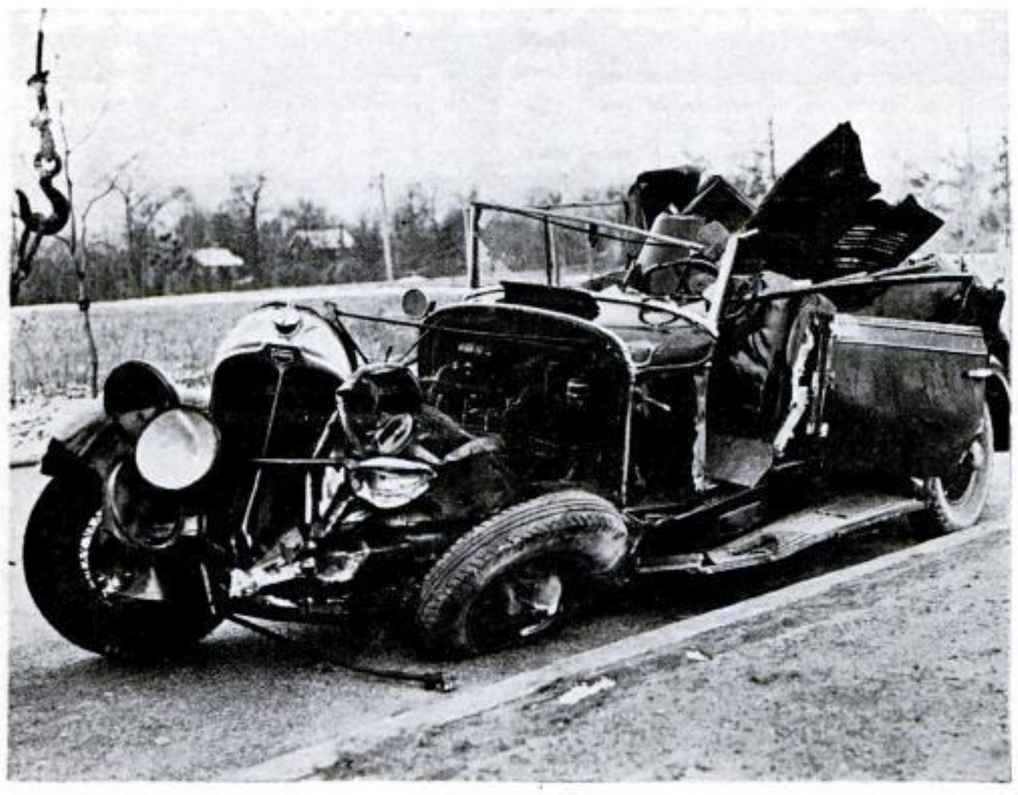
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SPEAKING OF PICTURES (continued)



Auto accidents make good selling pictures. In the one above, five people were burned to death. Mr. Fellig sold five copies of the picture, at $5 each.



Fellig follows ambulances to get dramatic shots like this of a man shot by a policeman. Mr. Fellig's free-lance business is good. He once made $84 in one day.



The fallen fish market above collapsed at night which was lucky for Fellig. Since newspaper staffs are small at night, editors rely on Fellig to cover stories.

Get Close Shaves without Scraping Your Skin



New-type shave cream forms protective film between blade and skin . . . yet allows razor to cut off whiskers at the base

THE surface of your skin is really rough, scaly—like the skin of a fish.

Every time you shave, your razor rips and tears these tiny scales—just as a cleaning knife scrapes the scales from a fish. Naturally, this often causes sore spots, irritations, ingrown hairs.

A new-type shave cream has now been developed called Glider. This rich, moist cream is spread on with the fingers—never a brush! It forms a film of protection between your razor and your face. Over this film your blade glides—swiftly, smoothly—never scrapes or irritates.

Try Glider today. Its soothing action leaves your face smooth and clean—not greasy or sticky. It won't clog your razor. On sale at any toilet-goods counter.

Aqua Velva for after shaving

Williams famous after-shaving preparation—closes skin pores opened wide by shaving in warm water—fights off pimples, sore spots—gives your face that clean, cool, "air-conditioned" feeling.

NO BRUSH NEEDED
WON'T CLOG RAZOR
NOT GREASY



FREE OFFER

Good only in U.S.A.

Generous introductory tube of GLIDER

The J. B. Williams Co., Dept. LF-4, Glastonbury, Conn., U. S. A.
Please send me a free tube of Glider—Williams new "No-Brush" Shave Cream.

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AND
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HE LOVES MY SKIN_THANKS TO LIFEBUOY

LIFEBUOY's gentle lather penetrates, removes impurities from the very depths of your pores . . . Helps your skin to natural loveliness! Tests show it's 20% milder than many so-called "beauty" and "baby soaps."

Lifebuoy is used by more American women for the bath than any other soap . . . And by more men and children! 120,000 interviews by 8 leading magazines reveal these facts! No wonder—Lifebuoy stops "B.O."!



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THE BIG RED TUBE HOLDS 120 TO 150 SHAVES



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Lots milder than other leading shaving soaps

LETTERS TO THE EDITORS

Opera Phantom

Sirs:

Queeck! Call Monsieur le Prefect! Call ze Poleece! Shades of Lon Chaney! Ze Phantom of ze Opera is here again (LIFE, Mar. 22, p. 58, *bot. lt.*)!

Congratulations to Pictures Inc. on their photograph of part of a ghost standing in the middle of the Foyer du Public. But LIFE might have explained this curious effect.

L. N. SARBACH

St. Paul, Minn.

Sirs:

"Brother, yuh really got me down." Since reading your current issue, I've neglected home, friends and business. Can't eat or sleep. Just wander about with a strange, haunted look on my face and just worry on. Tell me, have you succeeded in actually photographing the much publicized, "Phantom of the Opera?"

EARL M. EGOLF

Allentown, Pa.

LIFE has no positive explanation of the phantom figure appearing in the opera picture, assumes it is a stray man caught by the camera during a long time exposure.—ED.

No Broken Bones

Sirs:

The pictures of the pythons in this week's issue [March 22] are fine. Regarding the very common belief that these big snakes squeeze their prey with such power that they break the bones of the victim, this is not true. Only enough power is used to prevent the victim from breathing, and death of course comes quickly.

A few years ago Doctor Ditmars of the New York Zoological Park tied a rope to a pig, which was then fed to a python. After the snake had coiled about the pig, killed it, and swallowed it, Doctor Ditmars pulled the rope and recovered the pig. Examination showed that no bones had been broken.

Having worked with reptiles for a number of years and watched the big ones feeding, sometimes force feeding them, I have never known one to use enough pressure in constricting its prey, to break bones. It is certain that if the bones were broken, they would penetrate through the skin as the prey was engulfed, and if this happened, it would prevent the snake from swallowing the prey.

G. D. BARRETT

Chicago, Ill.

Buffalo Competitor

Sirs:

In March 29 issue, J. Winston Lemen, crack staff photographer of the Buffalo *Times*, goes to the top of Buffalo's 225-foot Liberty Pole to get a picture of—what? The top of a delivery truck belonging to his employers' potent competitor, the *News*. Some fun, eh guy?

MONROE G. BINGEMAN

Buffalo, N. Y.

(continued on page 15)

private
MOTOR
CRUISES



THROUGH THE
Southwest

● Rainbow Bridge, the White Sands, Carlsbad Caverns; Betchtakin, Blue Canyon, Mesa Verde; Canyon de Chelly; Monument Valley, remote trading posts dotting the carved and painted breast of the Navajo and Hopi country—legion are the intriguing Southwestern objectives open to the Couriercar Motor Cruise.

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● For these Cruises, based on Old Santa Fé, New Mexico, have the whole Southwest for their roaming. They are by limousine, for private parties only, individual in itinerary, of any length.

Your car is a fine one, specially equipped. The driver is skilful, courteous. Your courier is a young woman, cultured and refined, steeped in the lore of that great land. To her capable hands you surrender every bothersome detail of the outing.

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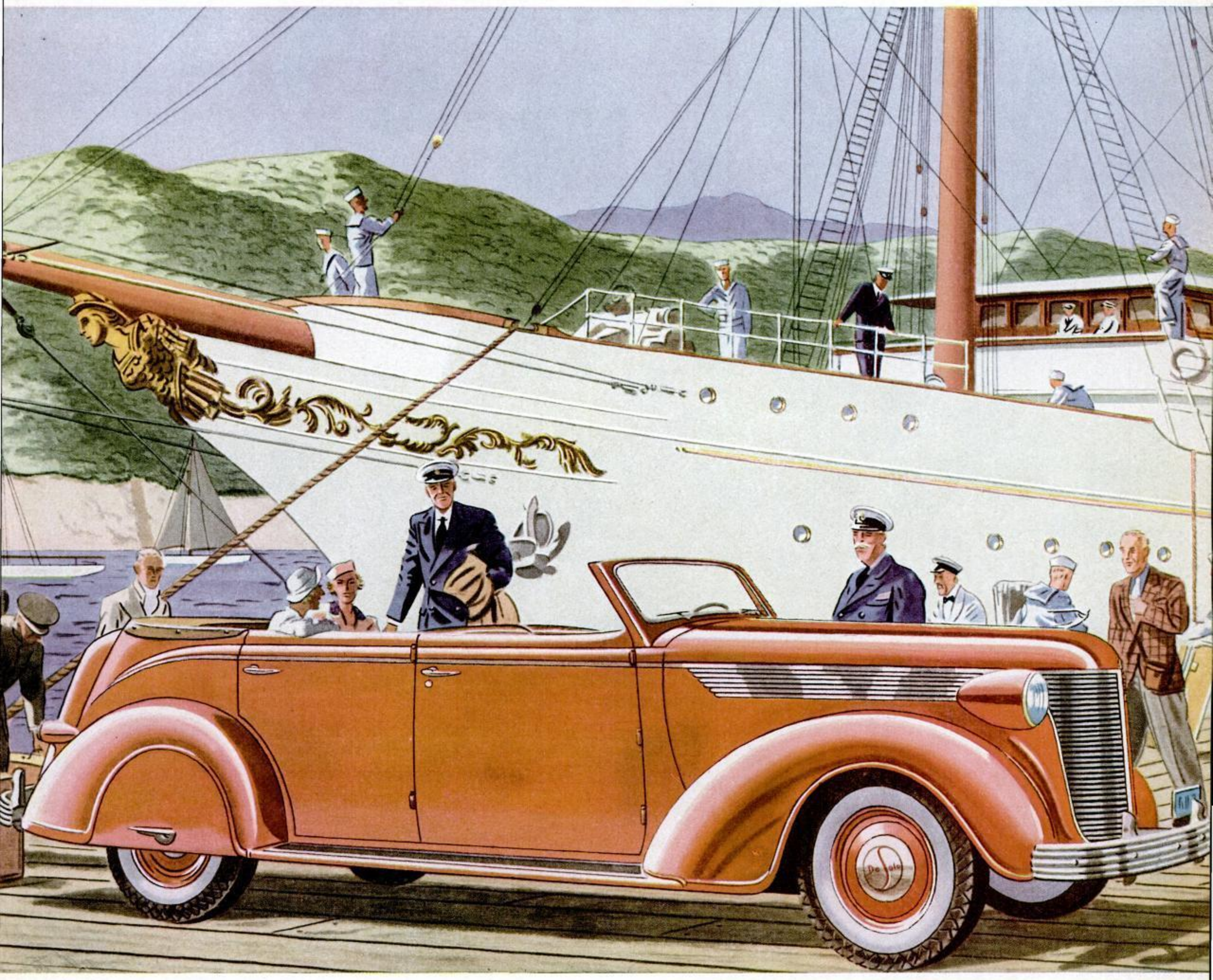
● For ten years, in all seasons, Santa Fe patrons have enjoyed these uniquely interesting vacations. If the thought appeals to you, it will be a privilege to tell you more.

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MONEY BACK GUARANTEE

LETTERS TO THE EDITORS

(*continued*)

Movie Lovers

Sirs:

Might I suggest, as a new and enthusiastic subscriber to your magazine, that you continue a series of film-star "biographies" in photographs, such as that of Miss Joan Crawford in the March 1 issue, as they would bound to be of universal interest and include old time "stills" from old films which are highly entertaining?

KATHARINE H. MARJORIEBANKS
London, England

Sirs:

Fie on LIFE for letting the Movie-of-the-Week be left out so many times! If we cannot have a Movie every week, how about alternating a Movie Personality-of-the-Week with the weekly photoplay? Or better still, both.
GLENN R. HASSELROOTH
Eugene, Ore.

Art Lovers

Sirs:

I am an American artist and have been greatly attracted to your magazine. I said to myself and to my friends, "here is at last a magazine, that will bring to the eyes of the public, American works of Art." The reproductions you have had of American artists' work were very fine, and I had hoped you would continue to reproduce such work each week. In the past few weeks I have missed them. How about more?
YACOB PELL
New York, N.Y.

Sirs:

Please, please, please give us colored pictures! Your black and white pictures are swell but LIFE without color is a stagnant thing.
PAULINE COLAHAN
Avenal, Calif.

Sirs:

Your issue of March 8 was quite up to standard but I did miss the usual color plates. Those plates of van Gogh and Grant Wood were swell.
E. J. ROSETTE
Toledo, Ohio

Sirs:

Thanks for your Cadmus in your current issue. Long life to LIFE's art presentations!
FAY P. LECOMPTE Jr.
Williamsburg, Va.

Sirs:

Allow me to congratulate your publication on presenting Paul Cadmus' paintings. His *Coney Island* is a masterpiece. Give us more of his works. If you think this painting is too satirical then go to any beach in New York this summer and be convinced.
LUTHER HALE
Chicago, Ill.

Sirs:

Paul Cadmus and his Y. M. C. A. locker room stirs me to making a comment. His portrayal of life's vulgarity is vividly real. His memory is bad: 63rd Street Y's lockers are arranged parallel; benches supported by one metal leg at each end; ceiling is smooth; men do not lounge around; half the men are Jews. Cadmus's Coney Island is shockingly accurate.
STANLEY G. CHOATE
West Side Y. M. C. A.
New York, N.Y.



Let's NOT join the ladies!

Leave the *flower* perfumes to the ladies... let us be all *man* in the scent of our own toiletries! *Fougere Royale After-Shaving Lotion* is fragrant with the woodsy, fresh odor of the Royal Fern—clean, wholesome, with no hint of the boudoir, nor of the gaudy gaucheries of a waterfront barber shop. It's a cocktail for your face—an exhilarating smoother of skins, a satisfying soother of razor nicks! *Price 85c.*

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86 PROOF

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Traditional foes of dirt are the partners Soap and Water. But sometimes these allies fight with each other. Let's look . . .



1 Lady steps in bath, hoping to find cleanliness. When she gets out . . .



2 there is a line of dirty scum around the tub. That scum is not dirt from her body. It is the result of chemical reaction between soap and minerals present in the "hard" water.



3 This same scum coats her whole body. Rinsing can't remove it. It clogs pores . . . makes skin dry and itchy . . . causes irritation.



4 Under the glass, a freshly-laundered garment shows scum clinging to the fabric . . . proving nothing gets really clean in hard water.



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Vol. 2, No. 15

LIFE

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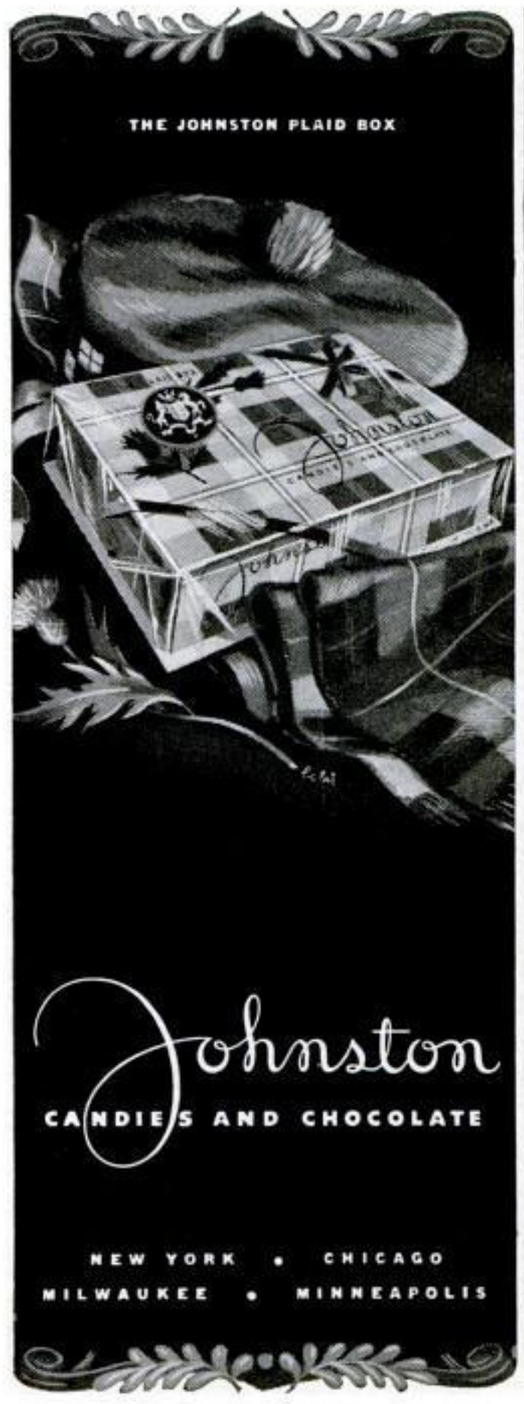
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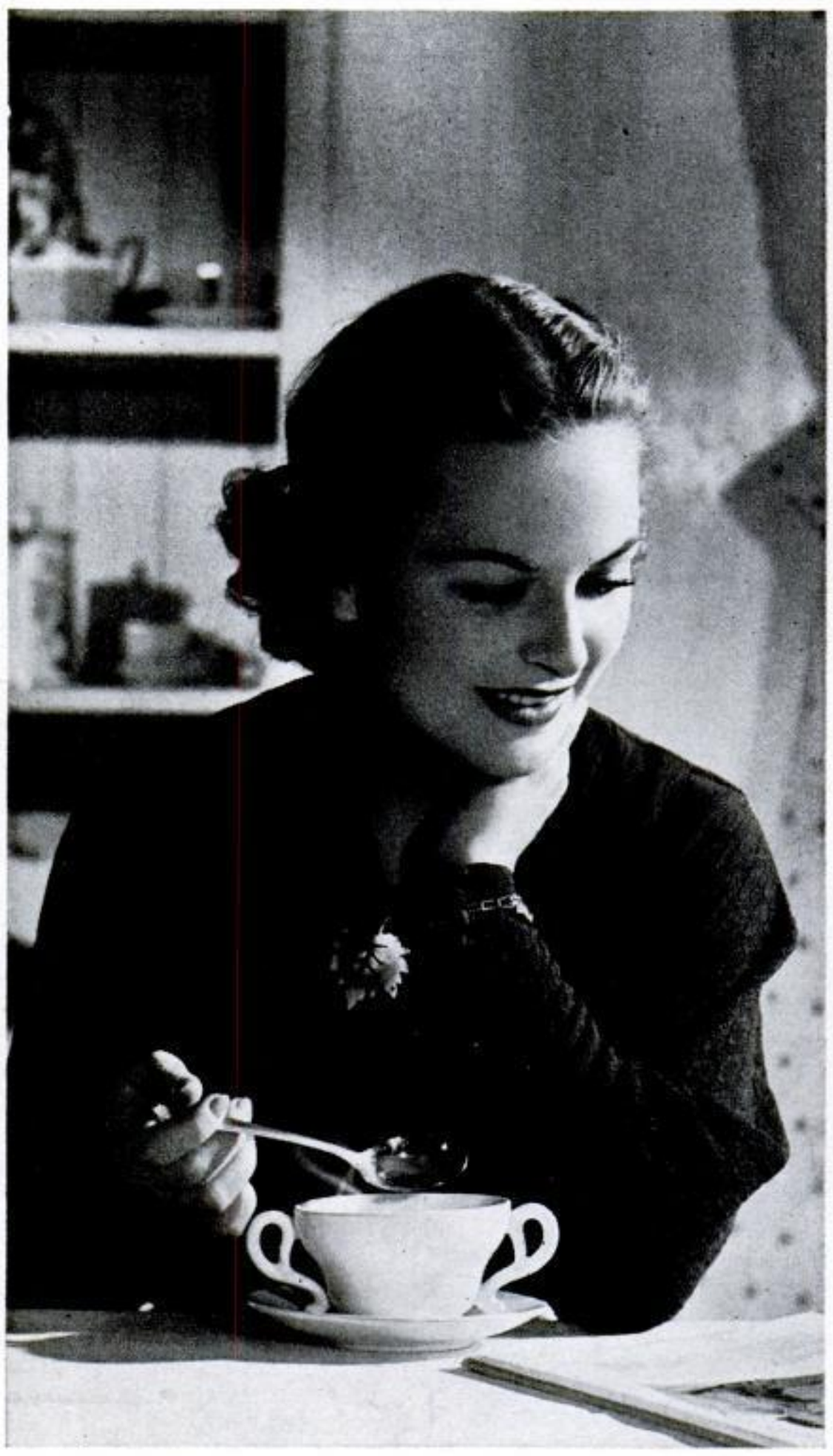
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SOUPS ON! ANYTIME — ANYWHERE



Eat alone and like it—Solitude is anything but dreary when a lady lunches on a cheering cup of Heinz Cream of Mushroom Soup. Concocted of satiny white mushrooms, browned in table butter and swirled into richer-than-whipping-cream—this Heinz creation has been acclaimed prime favorite among feminine epicures. As prelude to the formal dinner, it's unsurpassed. Slightly thickened with flour and butter, this exquisite soup becomes a delicious mushroom-cream sauce.



Pick up and go—Snack-snatchers with an eye on time and taste find Heinz Vegetable Soup a heartening midday meal. Thirteen vegetables and rich meat stock combine to furnish sufficient vim and vitamins for the afternoon's typing.



For the higher-ups—Twenty stories up! When the whistles shriek time-to-eat, this riveter pours Heinz rugged Bean Soup from his thermos bottle. A sturdy, boiled-down-thick dish a farm lad never forgets even when he's "high up" in the world.



Double recess—Noon hours are always too short. So are forenoons for the busy housewife. Speediest and heartiest of school-day lunches are contrived with Heinz home-style soup. We suggest Heinz old-fashioned Chicken Noodle Soup with its rich-gold broth and homemade egg noodles. No fuss at all—just heat and serve.



Tinvention—Elaine Sterne Carrington, author of "Trouble House" on Heinz Magazine of the Air, turns kitchinventor—merges Heinz Cream of Tomato Soup and Heinz Corn Chowder into a rosy, creamy bisque called Berkshire Soup. Applies for palate-patent to Demi Tasse, gustatory columnist for Heinz—57 Varieties of mighty good eating.



White tie nights—At dinner-in-state, when every detail must be perfect—Heinz Genuine Turtle Soup plays a triumphant lead. Known to gourmets as the King of Soups—this Heinz creation is subtly contrived with all the traditional garnishments—chopped eggs, aromatic herbs, a "lacing" of fine old sherry.



Soup-maker for the nation—Famous chefs "stand over" the kettles in Heinz experimental kitchens preparing soups which are truly home-style for two reasons—first, because they are cooked the home-way in small batches, expertly seasoned. Second—because they are not condensed. All 22 are complete and finished soups—ready to heat and serve.

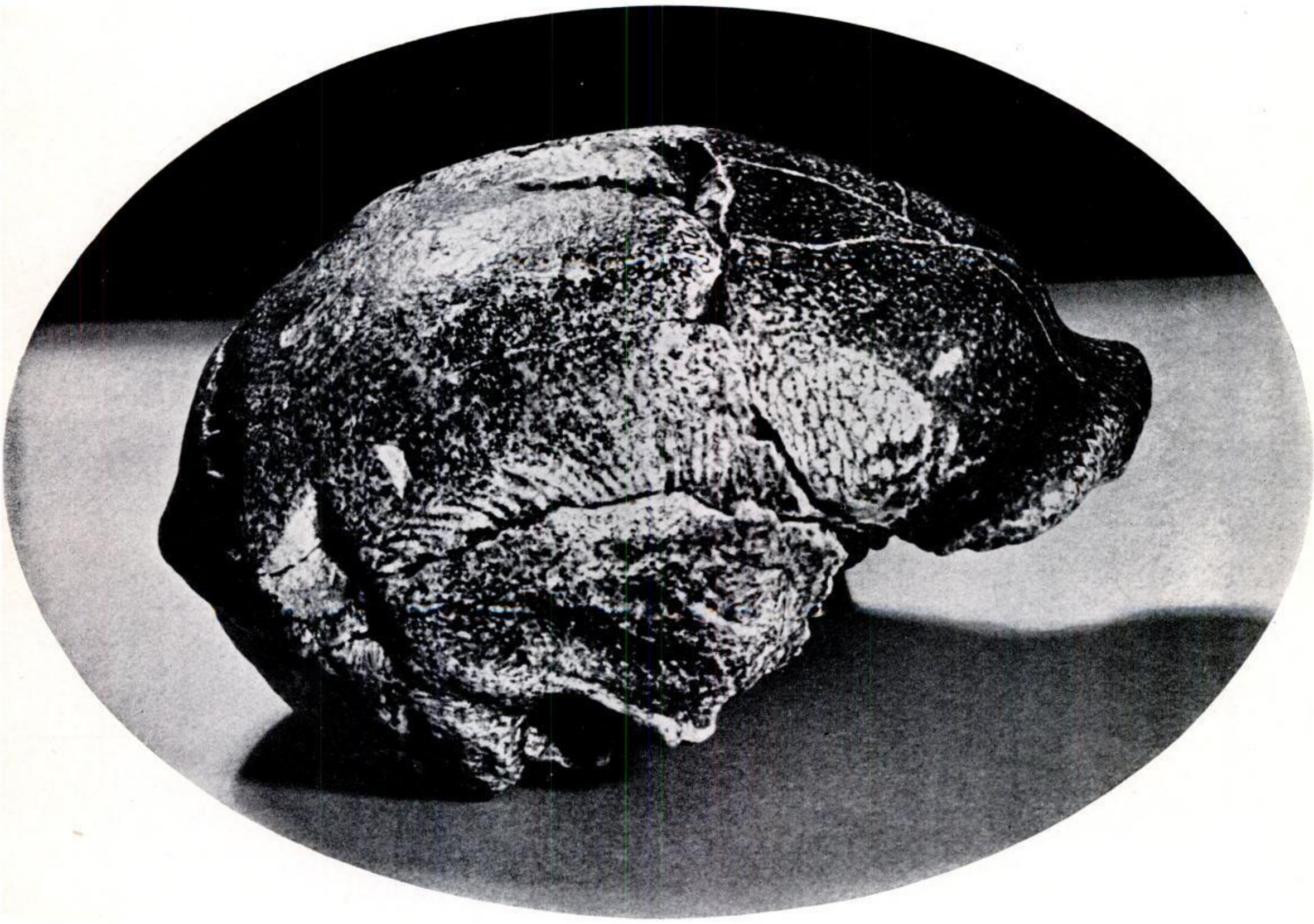


Get a load of this—Going to all points North, South, East and West. Here's a pictorial case history of an outstanding soup-success. In answer to America's concerted demand for better soups—Heinz came on the market a few years ago with four soups that set a new standard. Now there are twenty-two Heinz favorites. All are "home soups in tins."

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LIFE

VOL. 2, No. 15 APRIL 12, 1937



THE OLDEST MAN NOW KNOWN LIVED A MILLION YEARS AGO NEAR PEKING, CHINA

Some of the most famous anthropologists in the world gathered in Philadelphia on March 17–20 to attend an international symposium on early man. Of main interest to most of them was the Jesuit anthropologist Father Teilhard de Chardin (*see page 25*) who brought with him a model of the skull of an ancient man dug up in a Chinese cave last year. Shown above is the skull of another ancient Chinese, the Peking Man, dug up in the same cave in 1929. Although palaeoanthropologists argue endlessly over the years of man, predominant opinion is that the Peking Man lived approximately a million years ago and is the oldest human of whom any substantial record has been found. The discovery of the Peking skulls was prompted by a German named Schlosser who recognized in a package of Chinese fossil bones, romantically labeled "dragon's bones," the tooth of



an unknown species of human or anthropoid ape. In 1903, he declared that Chinese fossil deposits would yield remains of distant man. In 1929 the skull above was found in a cave near Chou Kou Tien, 37 miles southwest of Peking. It is the head of a young adult who probably looked like the creature at left. He had a long skull, thick bone ridges over eyes, a receding forehead, practically no chin. His ancestors had migrated from South China where, æons before, the earth had been shaken by great upheavals which had reared the Himalayas on India's broad plains. Closer to the ape than any known man, Peking Man is a sort of missing link. His ancestors branched off from the line that produced anthropoid apes some 15,000,000 years before he was born. He could build fire, make tools. On the following pages are shown some younger primitive humans.

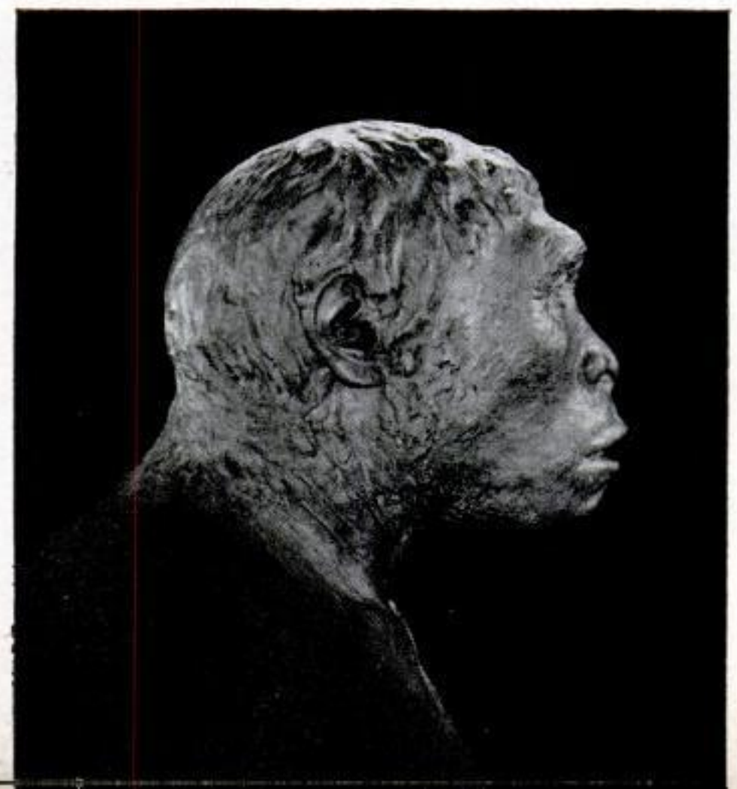
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THE STUDENTS OF MAN PORE OVER BONES FROM JAVA AND SUSSEX . . .

THE TRINIL MAN OF JAVA

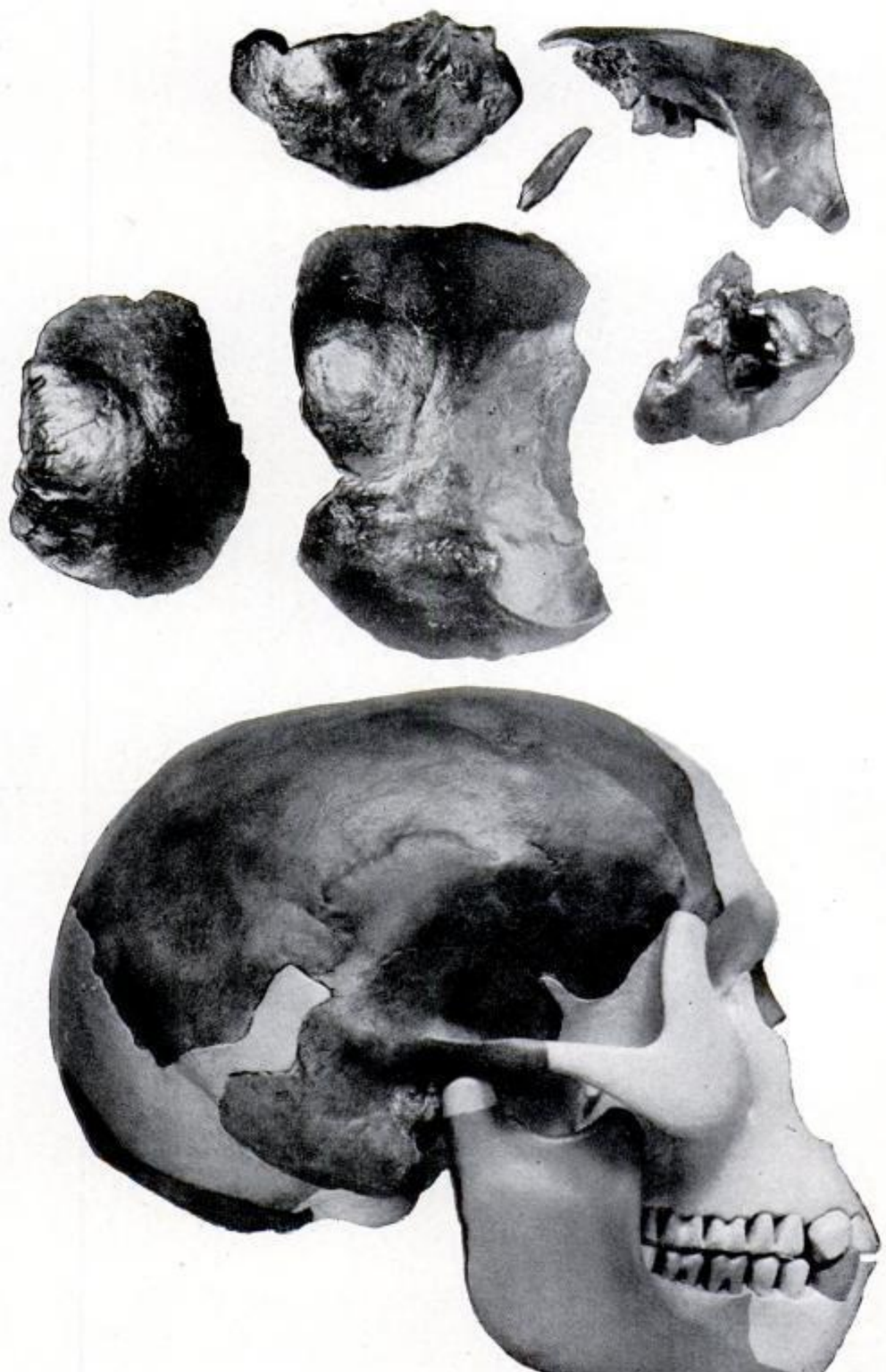
The Trinil Man is also known as the Java Ape Man or *Pithecanthropus erectus* which means *ape man walking erect.* He may be a million years old but is probably less. In 1891, a Dutch army surgeon named Eugene Dubois dug up a fossil skull on the bank of the Solo River, near Trinil, Java. Nearby he found a thighbone and a few teeth. With these as a guide Professor J. Howard McGregor reconstructed the man shown below. His ape-like skull is long and low, his neck pushes high up into his skull, his forehead slopes back rapidly. His brain capacity, far greater than that of an ape, indicates that the Java Man was already human and may have had the power of speech. The straight and slender thighbone, shown just below, proves that he walked erect.

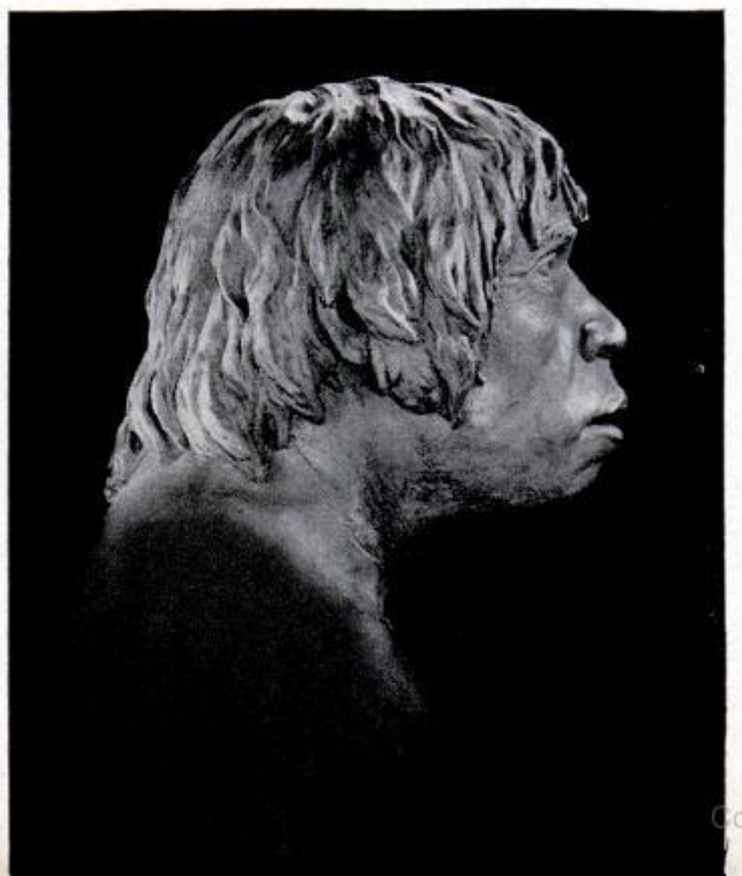




THE PILTDOWN MAN OF ENGLAND

The Piltdown Man is 500,000 years old, more or less. His ancient bones were found in 1911 on the moors of Piltdown Common in Sussex, England, by a local amateur archaeologist, Lawyer Charles Dawson. The fragments he found are just below. Below them, is the skull reconstructed from them. Its dark portions are actual fossil bone. The light portions were estimated and added by anthropologists. The Piltdown Man, whom scientists originally named *Eoanthropus* or Dawn Man, somewhat resembles the Java Man, but his forehead is broader and steeper and his brain size was as great as that of many modern men. He reached England from the continent, walking across land, which, thousands of years after his death, was cut away by the English Channel.





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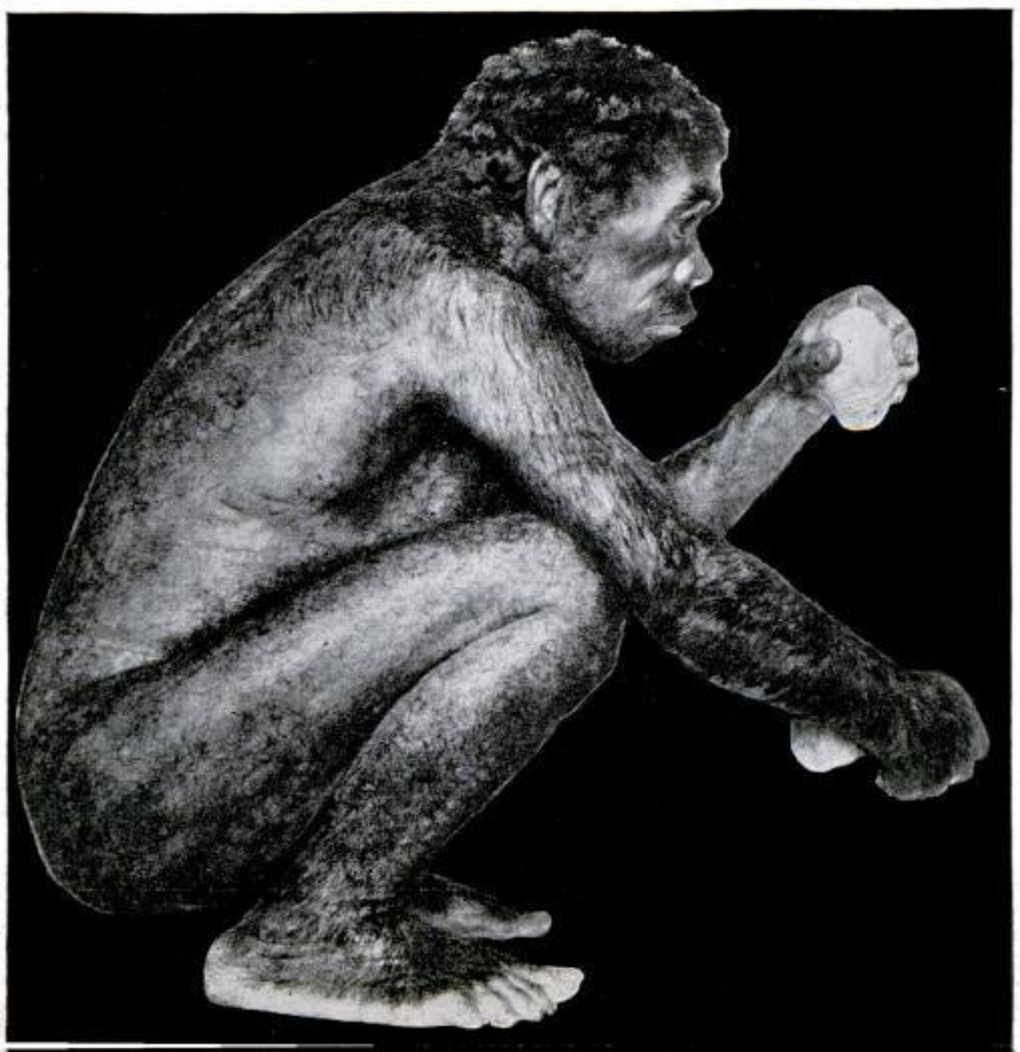
. . . FROM GERMANY AND GIBRALTAR TO GET FACTS FOR THEIR LONG HISTORY

THE HEIDELBERG MAN OF GERMANY

The Heidelberg Man is probably also 500,000 years old. He actually exists only as the large jaw (*below*) from which the skull below it has been built by Prof. McGregor. This jaw was found by a German professor named Schoetensack who visited a sand pit near Heidelberg almost daily for 20 years and was finally magnificently rewarded for his patience in 1907. The Heidelberg Man's jaw is far larger than that of any other early human now known but his teeth closely resemble modern man's. He looked something like the hairy, squatting figure at the bottom of this column, who is not Heidelberg Man but a similar and later type called Chellean which died out just as an ice age was bringing Arctic mammoths and fur-bearing animals to southern Europe for warmth.







THE NEANDERTHAL MAN OF EUROPE

Neanderthal Man, who probably descended from Heidelberg Man, began to roam over Europe 200,000 years ago. The first known Neanderthal skull, which is the one shown below, was found in Gibraltar in 1848 but Neanderthal Man gets his name from the Neander Valley in Germany where, in 1856, a skull was found and eventually was recognized as that of a primitive man. Neanderthal Man has the same long low brain case, receding forehead, thick ridges over eyes and projecting face that characterize previous humans. He is closer to modern man in that he has the beginnings of a real chin, a more depressed nose root. His brain was as large as a modern brain but far less developed. He spoke little and thought less. Turn the page and see how he lived.



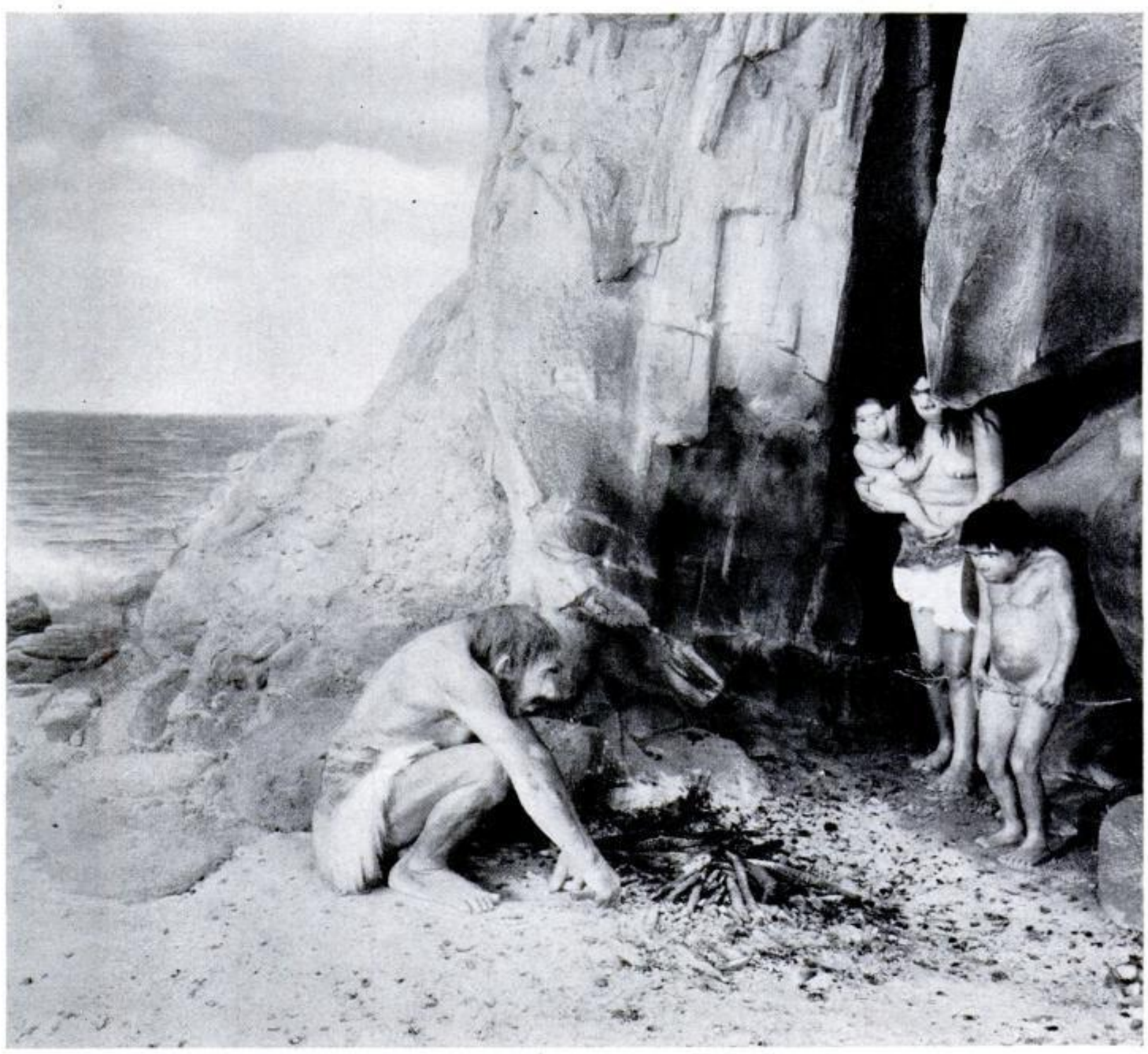


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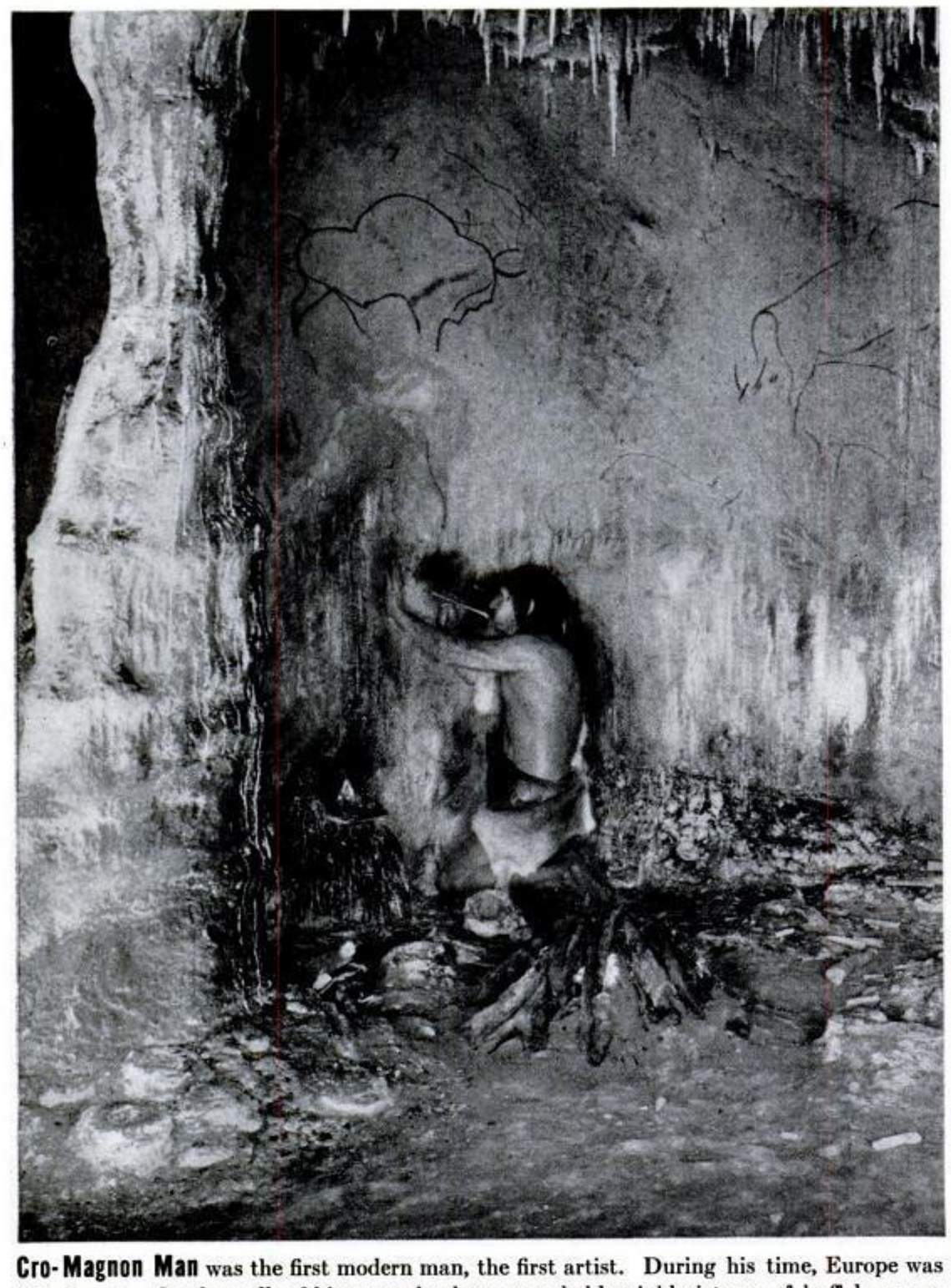
30,000 YEARS FROM NEANDERTHAL TO NEOLITHIC

(continued)

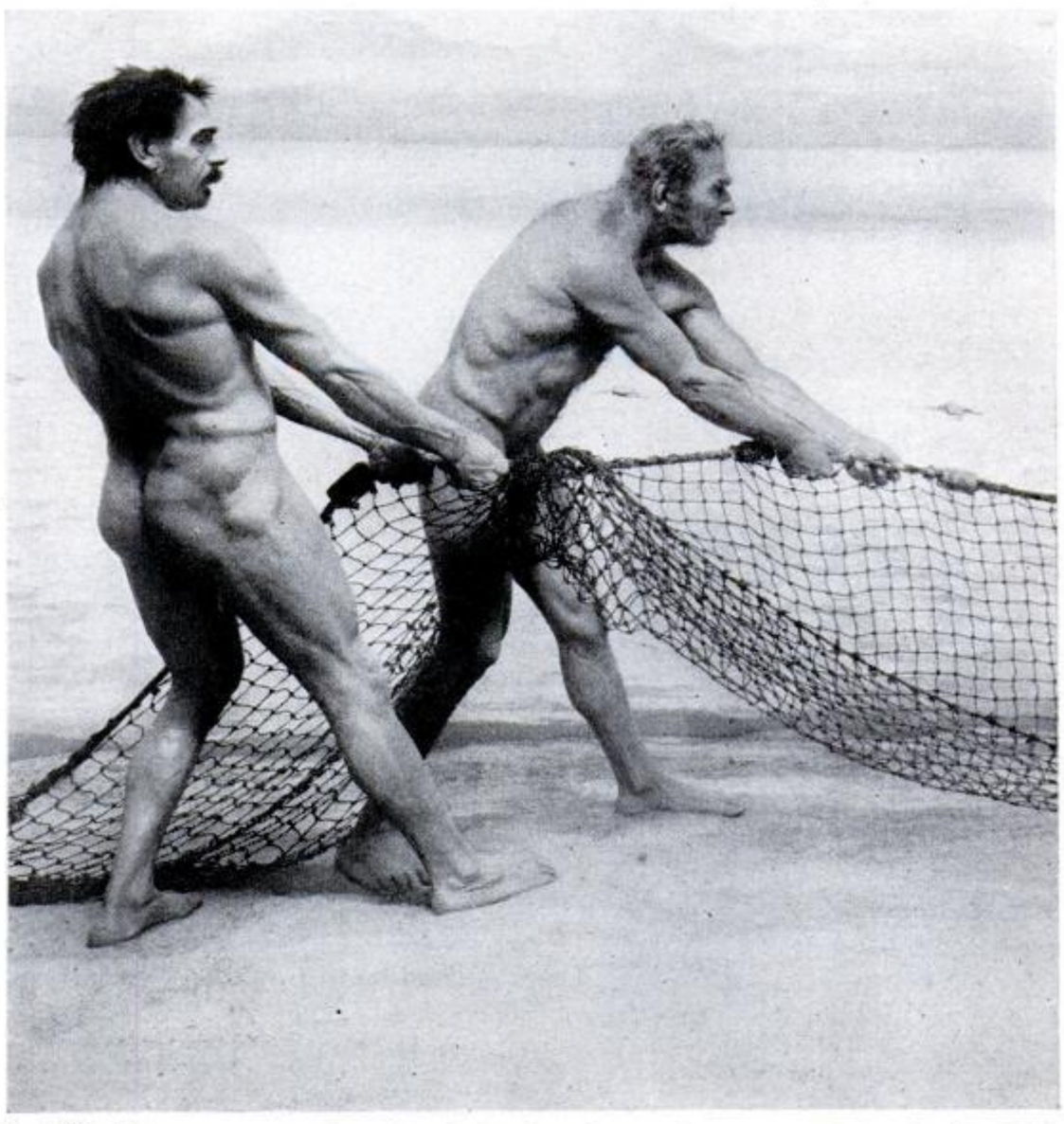
Neanderthal Man lived during the third and fourth divisions of the Ice Age in which great glaciers came down from the north to cover half of Europe. His predecessors had lived about the time of the second divisions of the Ice Age. By the time the last glacier was retreating north, Neanderthal Man had died out. He left behind no known human descendants. Like his predecessors, he was an evolutionary blind alley. His exit from the world was hastened by Cro-Magnon Man who came out of Asia some 40,000 years ago to usurp Neanderthal's place. Cro-Magnon Man is possibly an ancestor and certainly a fairly close relative of modern man. His forehead was far higher, his chin far more pronounced, his intelligence far greater than Neanderthal's. Cro-Magnon Man lived late in the Palaeolithic or Old Stone Age. When the Neolithic or New Stone Age came in, roughly about 10,000 B. C., man was very much like modern man. The pictures on this page are photographs of the skilful dioramas in the Field Museum, Chicago.



Neanderthal Man huddles at the right with his brutish wife and stoop-shouldered offspring at the entrance to a cave near Gibraltar, far south of the southern rim of the last great glacier.



Cro-Magnon Man was the first modern man, the first artist. During his time, Europe was full of game. On the walls of his caves, he drew remarkably vivid pictures of buffalo, mammoth and deer, thinking thus to create magic charms to draw animals to his hunting grounds.



Neolithic Man was practically as highly developed as modern man. His forehead is high and steep, his chin prominent. He has lost the last of his apish stoop. Above are 8,000-year-old Swiss lake dwellers whose houses were built on high stilts over Lake Zurich.

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Jesuit de Chardin explains his model of the skull of the 1,000,000-year-old Peking Man with the help of Dr. Dorothy Garrod of Cambridge University, famed lady anthropologist who dug up the skull that served as model for the head of the Neanderthal boy opposite.



Hooton of Harvard, wittiest anthropologist at the symposium, warned his fellow scientists against being overeager to attach new or great importance to their finds, or discovering "new features which are partially the creations of their own concentrated imaginations."



McCown of U. S. (*left*) and von Koenigswald of Java examine the latter's models of newly-found skulls of primitive Java man. The Carnegie Institution has recently commissioned von Koenigswald to dig deeper in Java, try to find an ancestor of the famed Trinil Man.

8,000 YEARS LATER: ANTHROPOLOGISTS

If the 300 anthropologists who met at the Philadelphia Academy of Natural Science's symposium were shunted back to Neolithic times, they would not have a hard time getting on with the lake dwellers opposite. These Neolithic men had language, wooden houses and finished tools, ate meat of domesticated animals, liked warm clothes and a family life. But the great thing that would distinguish man of 1937 A. D. and man of 6,000 B. C. would be an interest in the history of his ancestors. Neolithic man didn't care where he came from. The anthropologists, caring about little else, scour caves, quarries and bogs for evidence of how and how long their species lived. They measure time in millenniums. They would not consider the centenarian on the cover, who smoked a cigarette on her recent 100th birthday, to be old, or even comparatively young. In fact, anthropologically, they would not consider her at all.



Broom of South Africa amiably examines some fossils brought to the symposium by a hopeful amateur. Dr. Broom discovered the Sterkfontein skull in a South African quarry. Most highly developed anthropoid type known, Sterkfontein ape may be 250,000 years old.



Childe of Edinburgh (*left*) and Menghin of Vienna chat in front of a reproduction of a Cro-Magnon bison. Professor Childe, authority on Prehistoric archaeology, told the symposium of finding the runners of a 5,000-year-old sledge deep in a peat bog in Finland.

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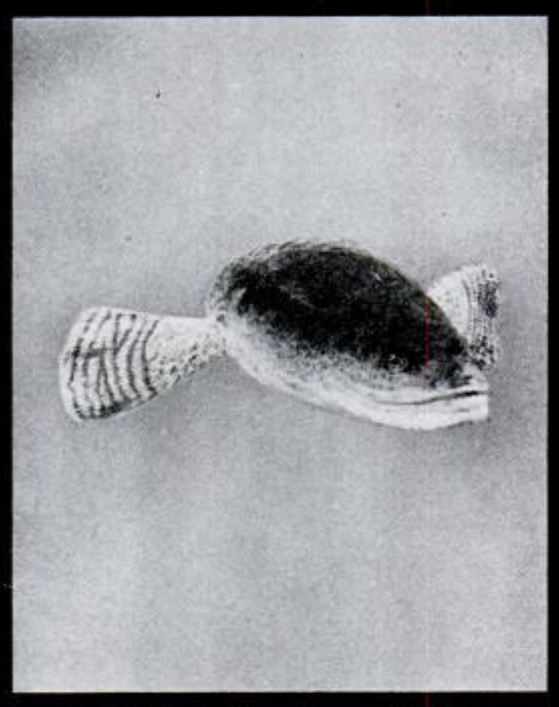
MODERN MAN GOT HIS FACE FROM AN OLD FISH

(continued)

The evolution of the face from fish to man has very sharply observable trends. The eyes move from side to front, look forward and down instead of out and up. The mouth recedes, until it is below the eyes instead of in front of them. The muzzle grows small, the nostrils move close together and the nose becomes more prominent. Not until the monkey appears does the angle of the forehead become steeper. The eyes of an anthropoid ape can focus easily on an object held close in front of them. Notice how the mouth, most important organ of the face because it is the food-getting organ, grows smaller as nose, eyes and ears develop to help in food-getting. The Australian bushman, shown below, is the most primitive type of man still living.



Ancient shark has huge mouth.



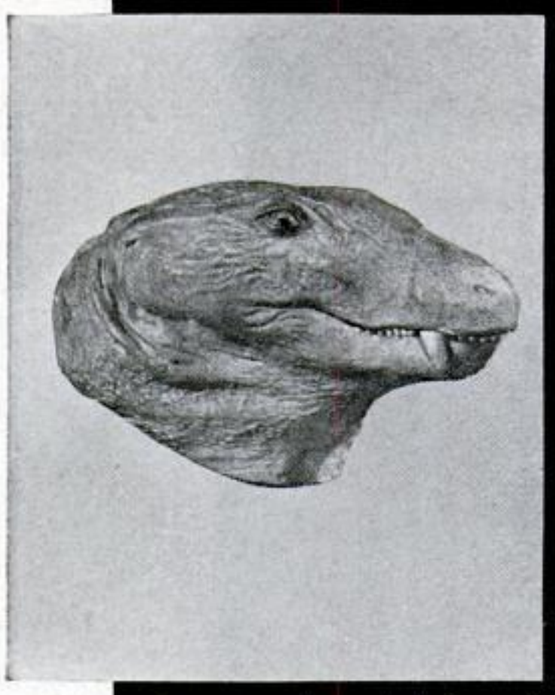
The lobe-finned fish breathes air.



The amphibian's eyes come closer together.



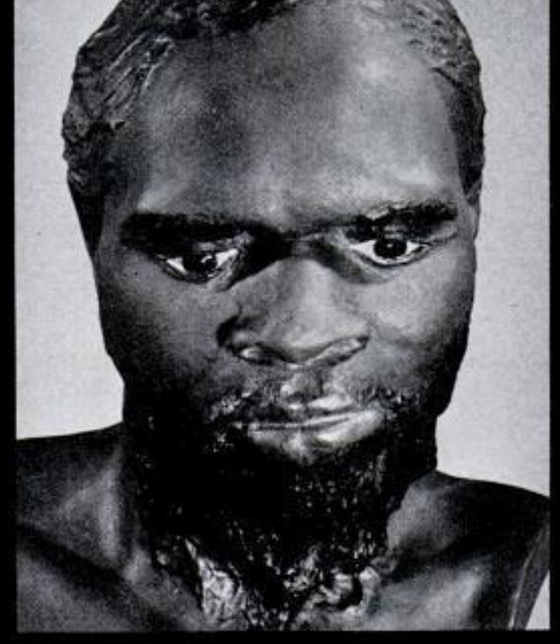
Reptile nostrils come closer.



Pro-mammal eyes look forward.



The opossum develops external ears.



The lemur foreshadows the monkey.



The monkey's muzzle shortens.



The gibbon develops a nose.

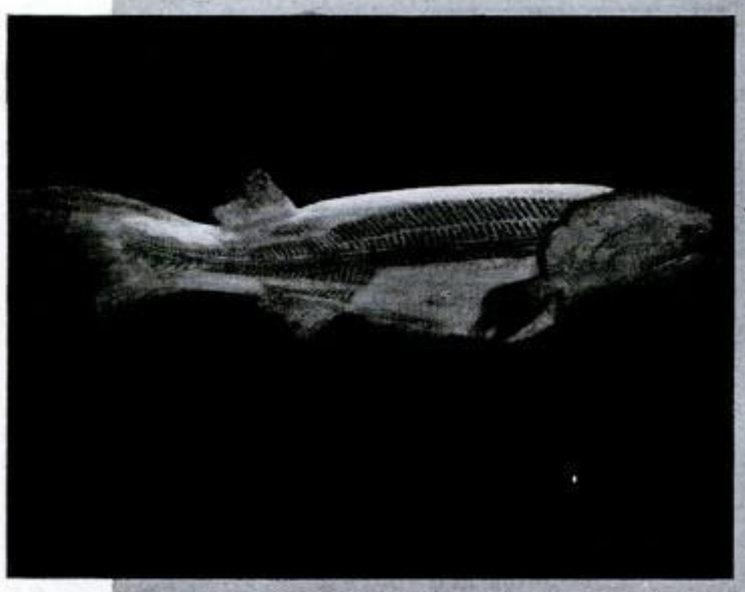


The gorilla's eyes look straight front.

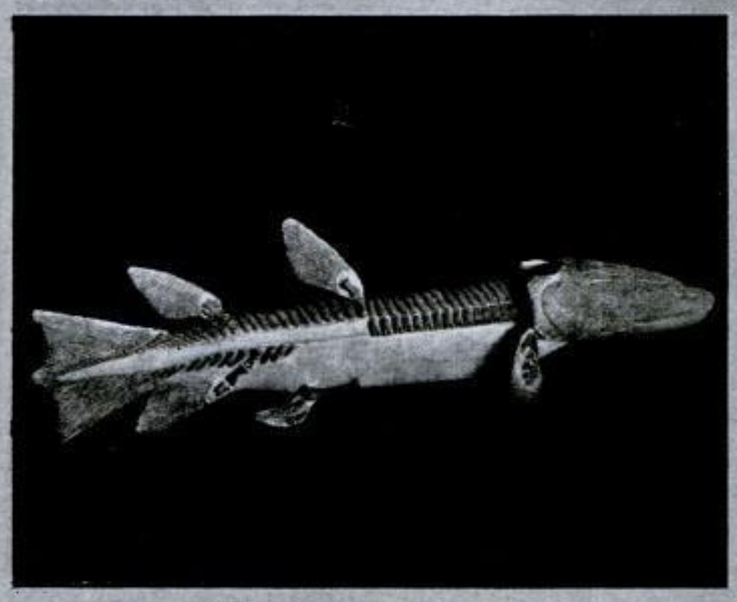
Australian bushman has a primitive face.

Classic Greek has a modern face.

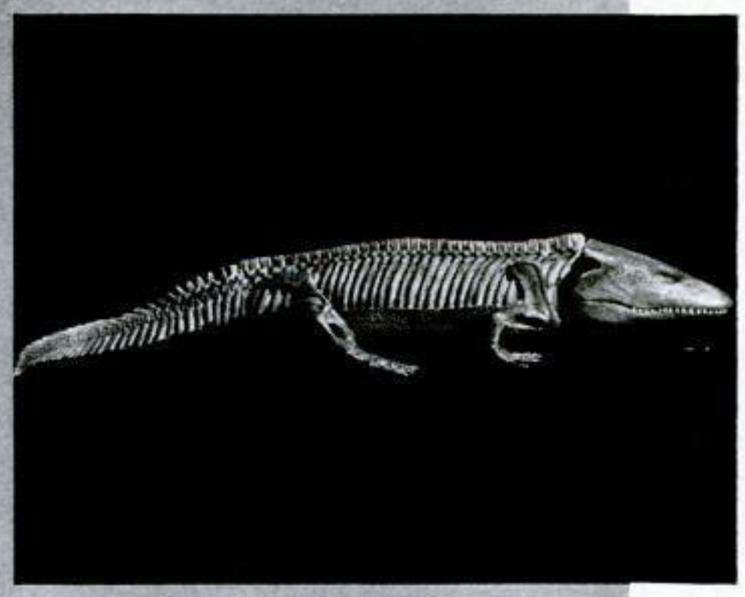
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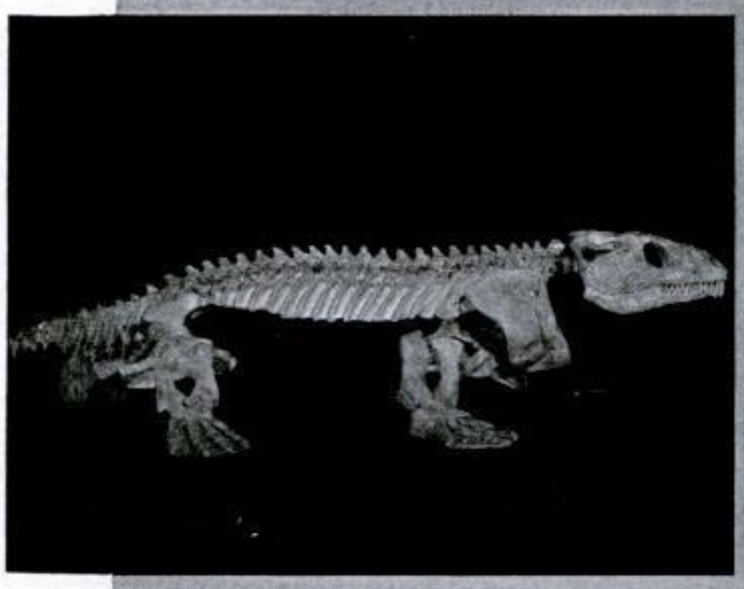
This fossil fish has simple fins.



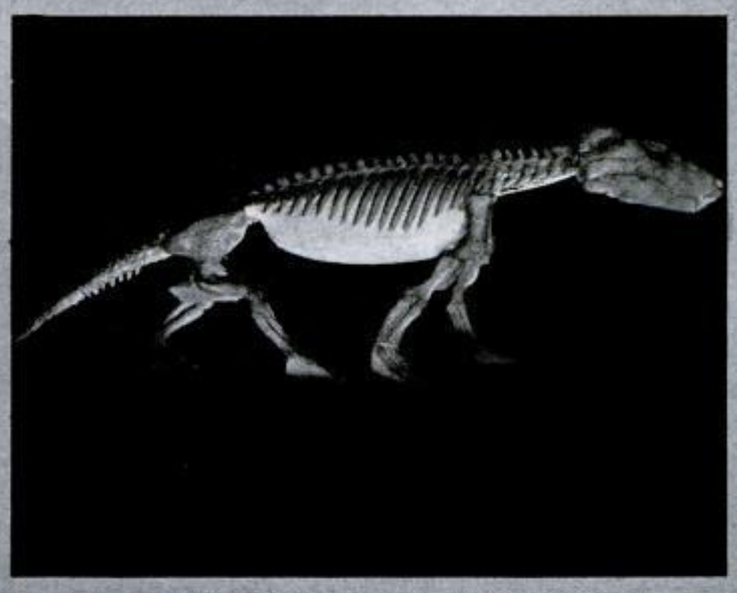
This lunged fish's fins developed into paddles.



The amphibian urge changes paddles to legs.



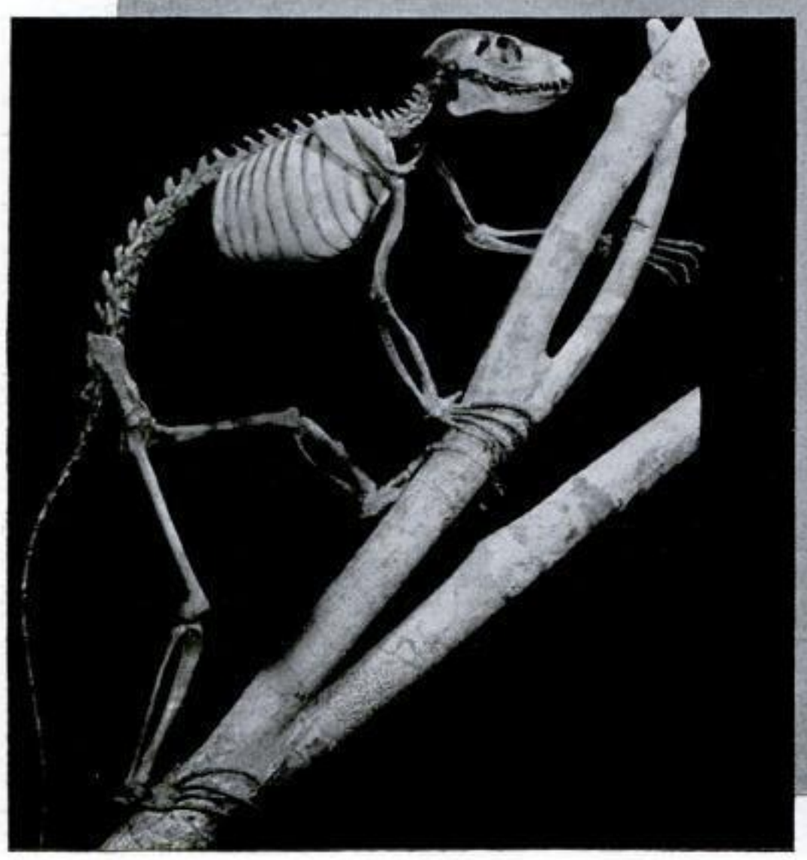
Reptile's stronger legs are better on shore.



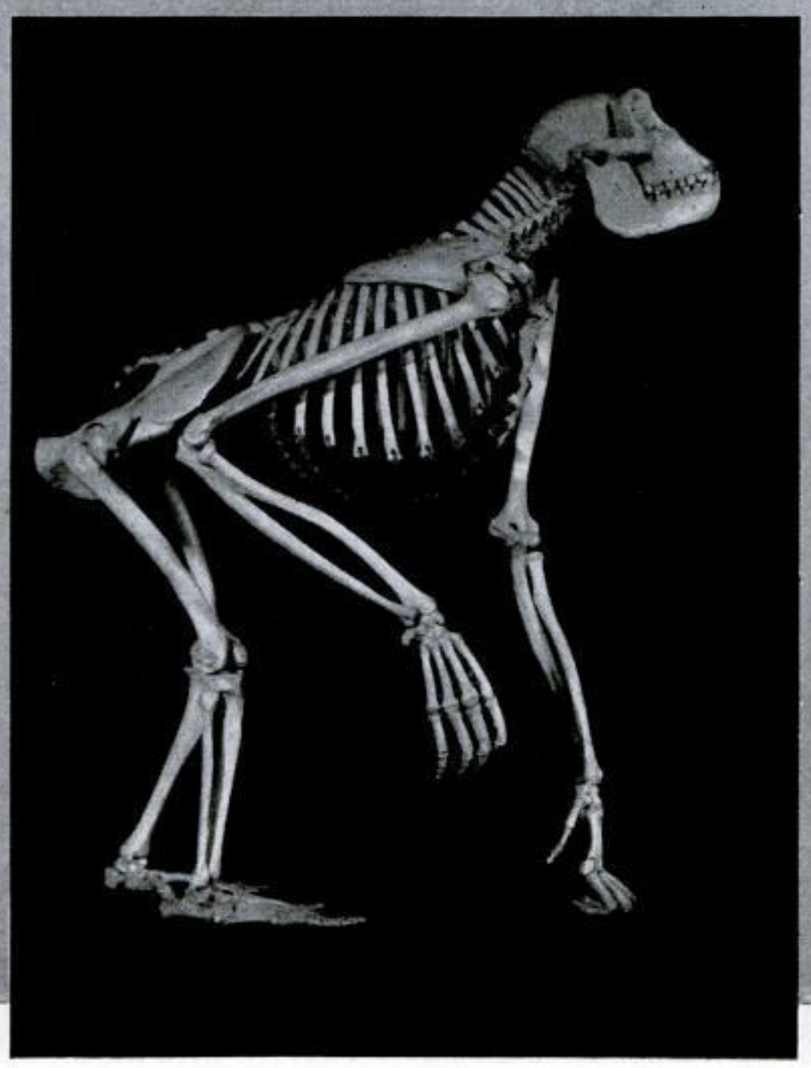
Later reptile's legs cease sprawling, raise bodies.



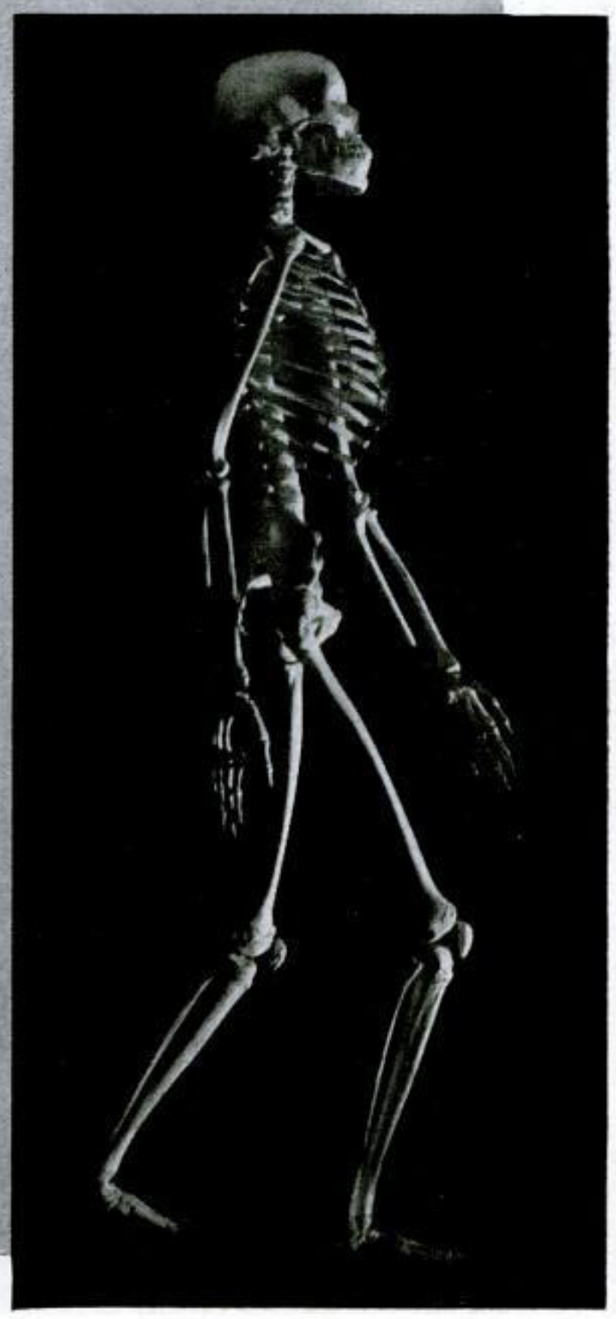
The opossum is one of earliest tree climbers.



Ancient primate limbs suggest arms and legs.



The semierect anthropoid chimpanzee walks on hind legs.



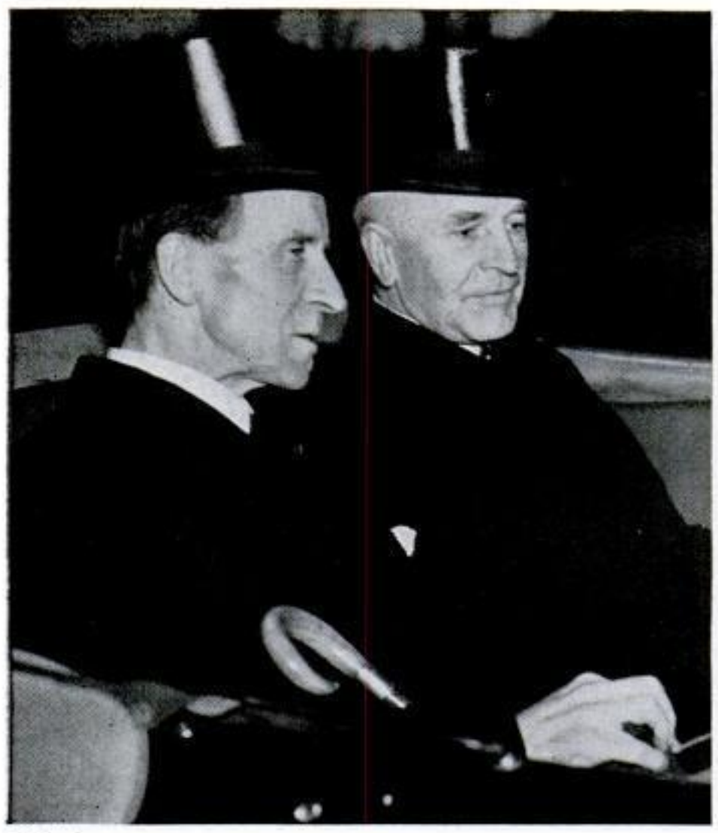
Man can walk without leaning on his arms.

MAN IS THE ONLY ANIMAL THAT CAN WALK UPRIGHT

The various stages man went through before he learned to walk are shown above. Man's earliest vertebrate ancestors had no fins. They swam about their watery home by undulating, like a worm. Fins developed some 500,000,000 years ago. Some fish grew lungs, came out of water. Fins turned into paddles on which reptiles crawled. Reptilian bellies began to rise off the ground. Tree life brought the first hint of erect posture. Ribs came sharply forward. Great differentiation developed between fore and hind legs. The anthropoid ape stood semierect, walked on hind legs with light support of arm.

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LIFE ON THE AMERICAN NEWSFRONT: CANADA'S GOVERNOR GENERAL VISITS WASHINGTON



Silk hats and solemn faces were in order March 30 as Lord Tweedsmuir, Governor General of Canada (*left*), was escorted to the White House by Secretary of State Cordell Hull.



At the White House, the air of solemnity vanishes as President and Mrs. Roosevelt warmly greet their guest. It was the start of a two-day visit by one head-of-state to another.



Soft hats and man-to-man talk are in order as Host Roosevelt takes Lord Tweedsmuir to Mount Vernon. Lady Tweedsmuir wanted to know why the Roosevelts do not live there.



A wreath is laid by Lord Tweedsmuir at Washington's tomb. Commented Mrs. Roosevelt in her column next day: "The English always perform this ceremony with such grace!"



Another wreath is deposited at the tomb of the Unknown Soldier in Arlington National Cemetery. This time the Governor General wears a dress uniform of blue, red, silver and gold.



Still another wreath for the Canadian Cross at Arlington. This monument was erected in honor of U. S. citizens who lost their lives in the Canadian Army in the World War.



Up to the Capitol drives the Governor General on his last day to address Congress. He was received with full ceremony in both the Senate and the House of Representatives.



The boys in the anteroom surround the Governor General to tell him their latest jokes. Left to right (*above*), are Senator Robinson, Vice President Garner, Lord Tweedsmuir, Senator Pittman.



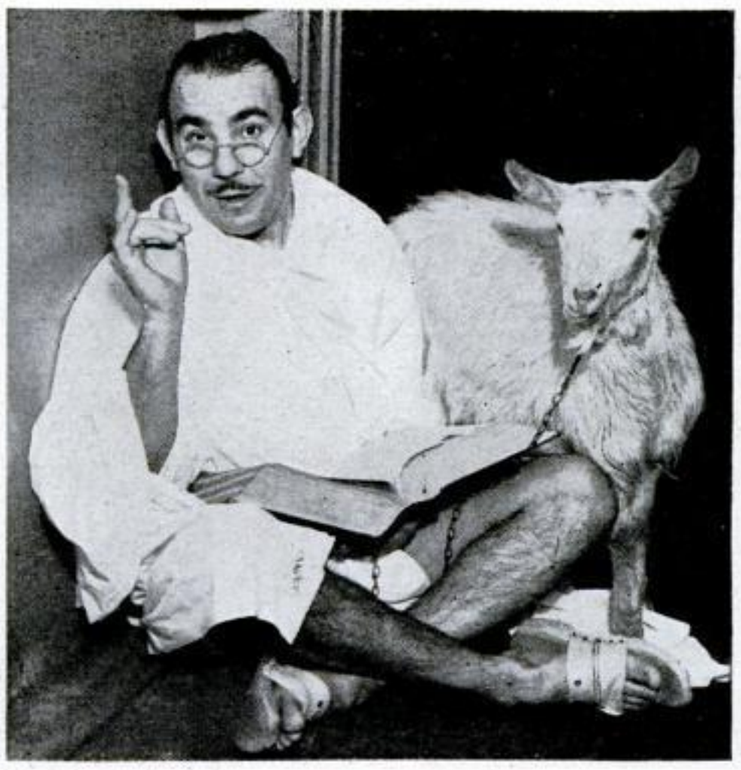
Out of the Capitol comes Lord Tweedsmuir, escorted by Clerk of the House Trimble (*left*) and Representative Bloom. Soon afterwards he departed for Ottawa.

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LIFE ON THE AMERICAN NEWSFRONT: "VIC" MEYERS THINKS HE HAS BEEN INSULTED



The Lieutenant Governor of Washington, Victor A. Meyers (*above*) sued Twentieth Century-Fox Film Corp. for $250,000 because of a line spoken by Fred Allen in *Thanks a Million.*

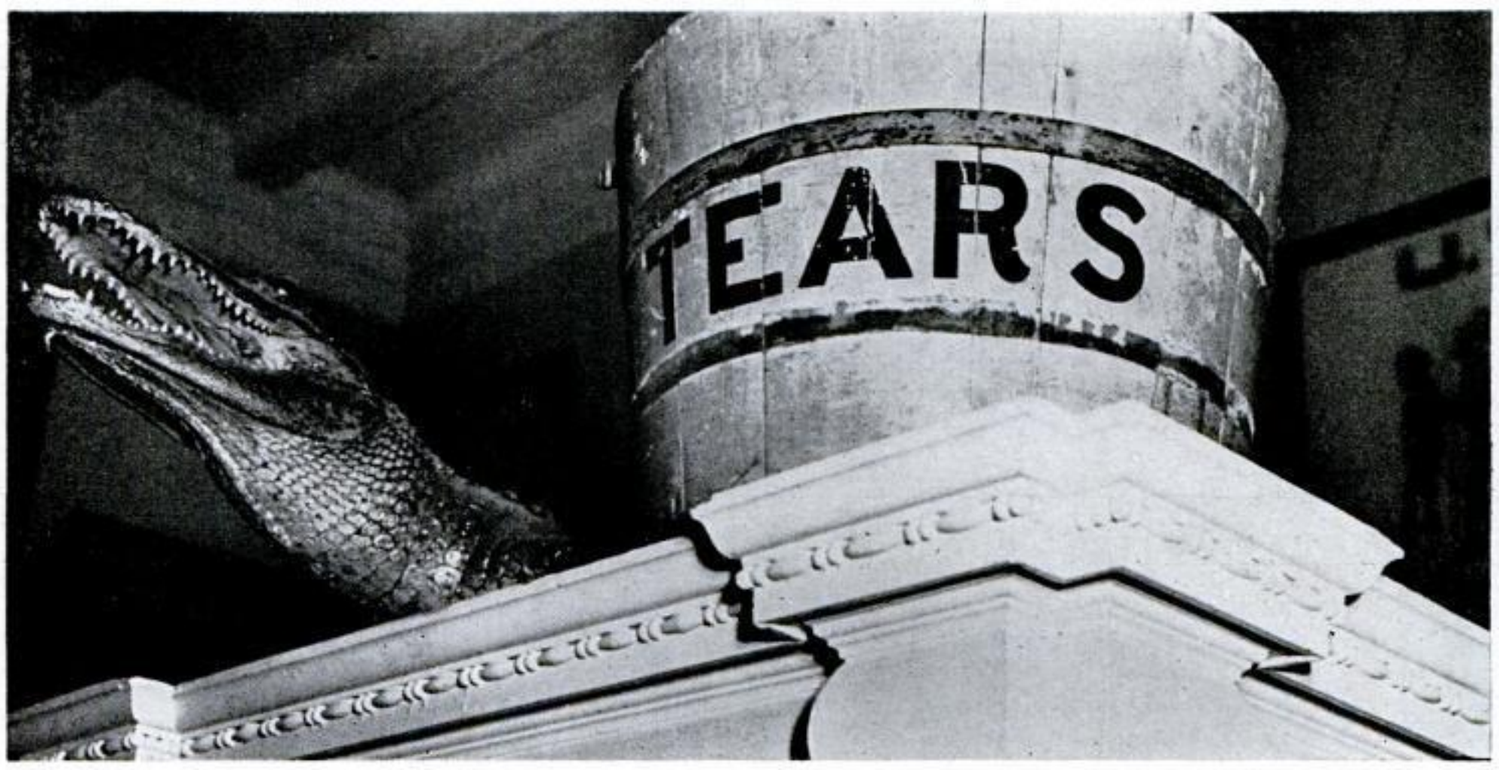


Meyers is famed for his repertoire of stunts. Above is his Gandhi Act which he put on at a Shrine Club luncheon. Before his election he was a successful jazz band leader.



What Fred Allen said was: "Washington elected a jazz-band leader and if people will vote for a jazz-band leader they'll vote for anybody." Above is Meyers in uniform.

HARVARD'S HASTY PUDDING CLUB PRESENTS ITS NINETY-FIRST ANNUAL SHOW



The crocodile and bucket above are prized possessions of Harvard's exclusive Hasty Pudding Club. The crocodile is the club animal. The bucket was used as the receptacle for the crocodile tears of a character in one of the Pudding's most famous shows, written by Member Owen Wister in 1882. On March 30 the Pudding presented its 91st annual show.



"Most beautiful girl" in this year's Pudding show is George Earle IV (*above*), son of Pennsylvania's Governor. George is The Dove Girl in a revue composed entirely of students.

VANDERBILT'S HONOR SOCIETY IS BANNED BY THE CHANCELLOR



In his iris bed above is Chancellor James H. Kirkland of Vanderbilt University, the "Grand Old Man of Southern Education."



Chancellor Kirkland's anger was aroused by the pictures above and at right, showing initiations of the Owl Club. Above, one pledge is carried off by his new "brothers" while another lies exhausted.



Paddling of the pledges was a feature of the initiation. When Chancellor Kirkland saw these pictures he ordered that the club, which is the sophomore honorary society, be permanently dissolved.

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LIFE ON THE AMERICAN NEWSFRONT: SUPREME COURT REVERSES ITSELF ON MINIMUM WAGES

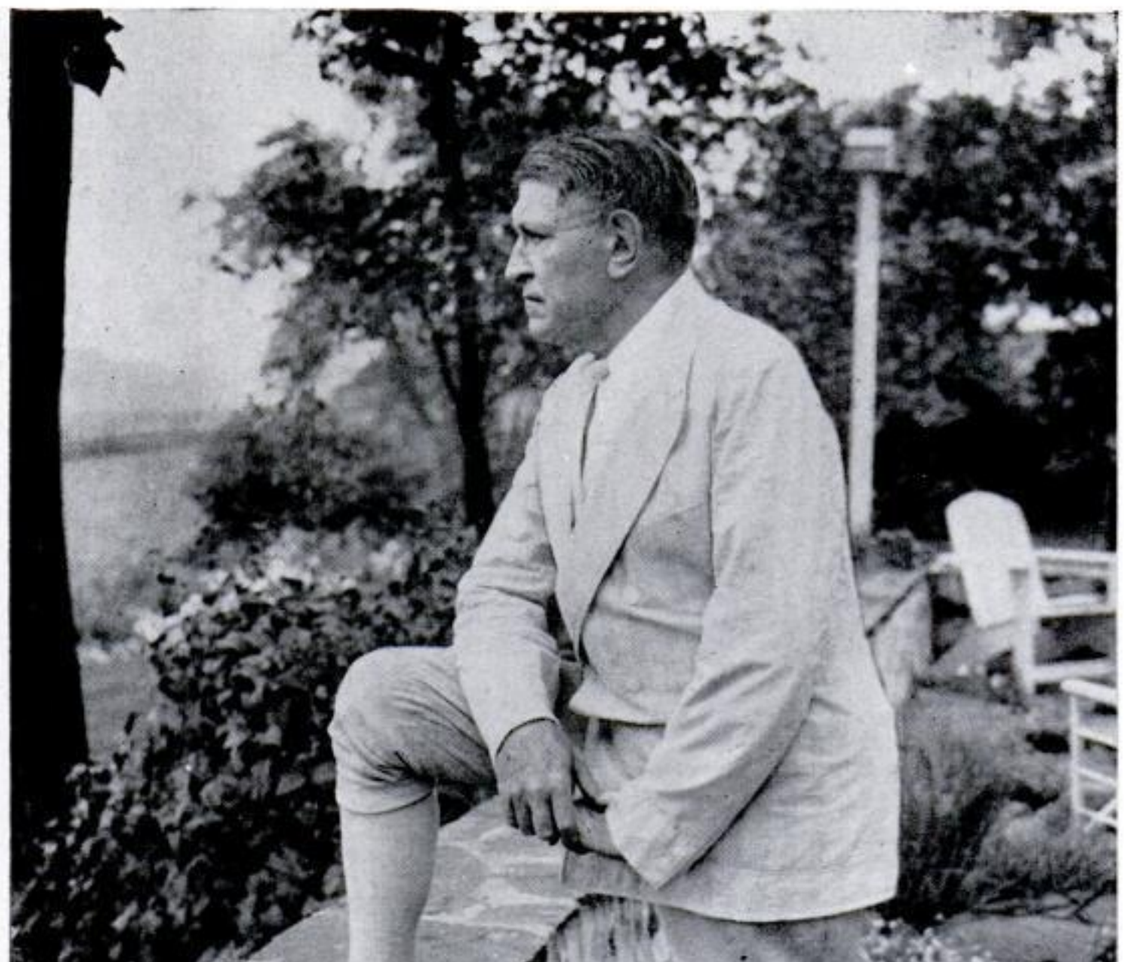


A chambermaid brought the case on which the Supreme Court reversed itself. She is Mrs. Elsie Parrish (*above*), a grandmother at 37, who used to get $12 a week from her employer.

Mr. Justice Owen J. Roberts is the centre man of the Supreme Court. It is usually his vote which swings the 5–4 decisions to the conservative or liberal side. On March 29, Justice Roberts had an historic change of mind which caused the Court to reverse itself on the constitutionality of minimum-wage laws for women.

The first minimum-wage law which the Court invalidated was that of the District of Columbia in 1923. It threw out a similar Arizona law in 1925, an Arkansas law in 1927 and a New York law last June. The decision, in the New York case was 5–4, Justice Roberts siding with the conservatives. The latest case to reach the Court was brought by the chambermaid in the picture above, who sued the Cascadian Hotel of Wenatchee, Wash. for $216 wages due her under the minimum-wage law of the State of Washington. Justice Roberts had his change of mind and the law was upheld, 5–4.

At one time or another 15 States have passed minimum-wage laws for women or children or both. After the Washington decision most of them planned to pass their laws anew or consider them automatically revived.



Associate Justice Roberts reversed his own position on minimum-wage laws and therefore that of the Supreme Court. The picture above was taken last summer at his country home in Kimberton, Pa., where he had a long vacation in which to think over his earlier position.



Laundry workers are Exhibit A of minimum-wage advocates. The women above are "feeders," which means they feed wet clothes through ironing machines. These feeders work for a union shop and get at least $14 a week. Non-union feeders get as low as $6.



Starching is the messiest job in laundrying. It is generally done by women of middle age or more. While the New York minimum-wage law was in effect all starchers got at least $12.40 a week but when it was invalidated last June wages dropped back to as low as $6.

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LIFE ON THE AMERICAN NEWSFRONT: THE CASE OF THE MURDERED MODEL



Veronica Gedeon is the younger girl above. It was taken about 1925, when she went on a picnic with her mother, father and sister. "Ronnie's" parents were Hungarian immigrants.



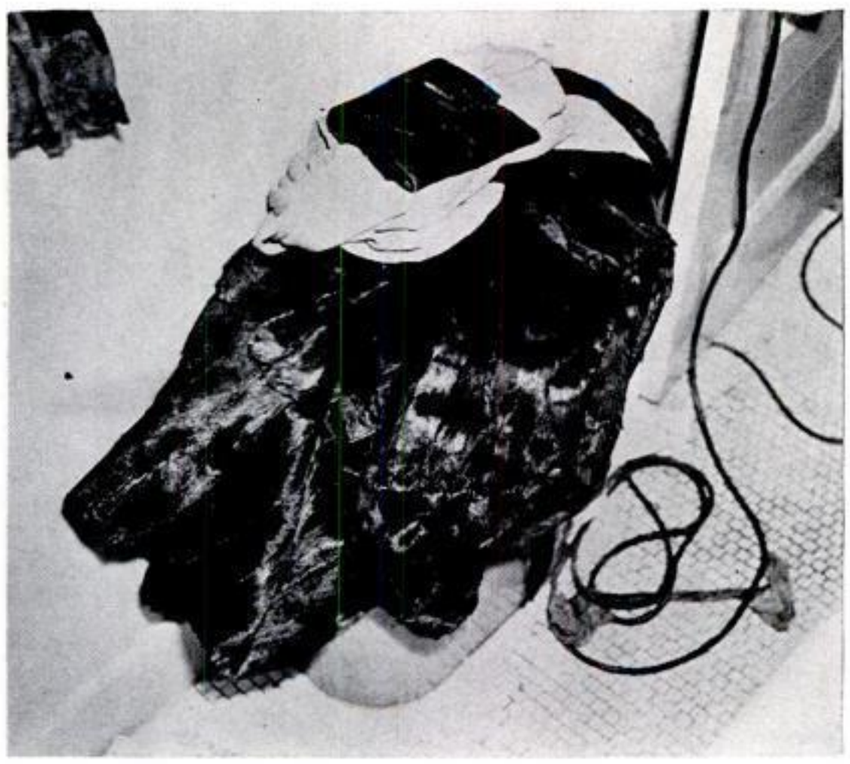
Ronnie grew up to be a beautiful Manhattan model for magazine illustrations. At 16 she had married one Robert Flower but the marriage was later annulled. Ronnie lived with her mother. Her father lived alone in the rear of his small upholstery shop.



Ronnie's boy friends were numerous. Lincoln Hauser (*left, above*) was her fiancé but on the night of March 27 she went out with Stephen Butter Jr. (*right*), Wall Street messenger. At 3 a.m. on Easter morning he left her at her door. She was intoxicated.



This is the house on East 50th Street where Ronnie and her mother had a fourth-floor apartment. One room was rented to a boarder, Frank Byrnes. When Ronnie got home a murderer was inside.



Ronnie's coat, dress and pocketbook were tossed on the bathroom hamper. Mrs. Gedeon had already been strangled and Byrnes stabbed to death but apparently Ronnie noticed nothing wrong. Then the murderer strangled her, left her lying naked on a bed.



The Gedeon's Pekingese made no sound during the murders, leading police to suspect some familiar visitor. The dog is shown above "learning all about it" next morning—an example of the pictorial field day enjoyed by the Press.



Ronnie's father, Joseph Gedeon, who was on visiting terms with his family, discovered the three bodies when he went there for his Easter dinner. He said he had spent the previous night at a bowling alley but police shook his alibi.

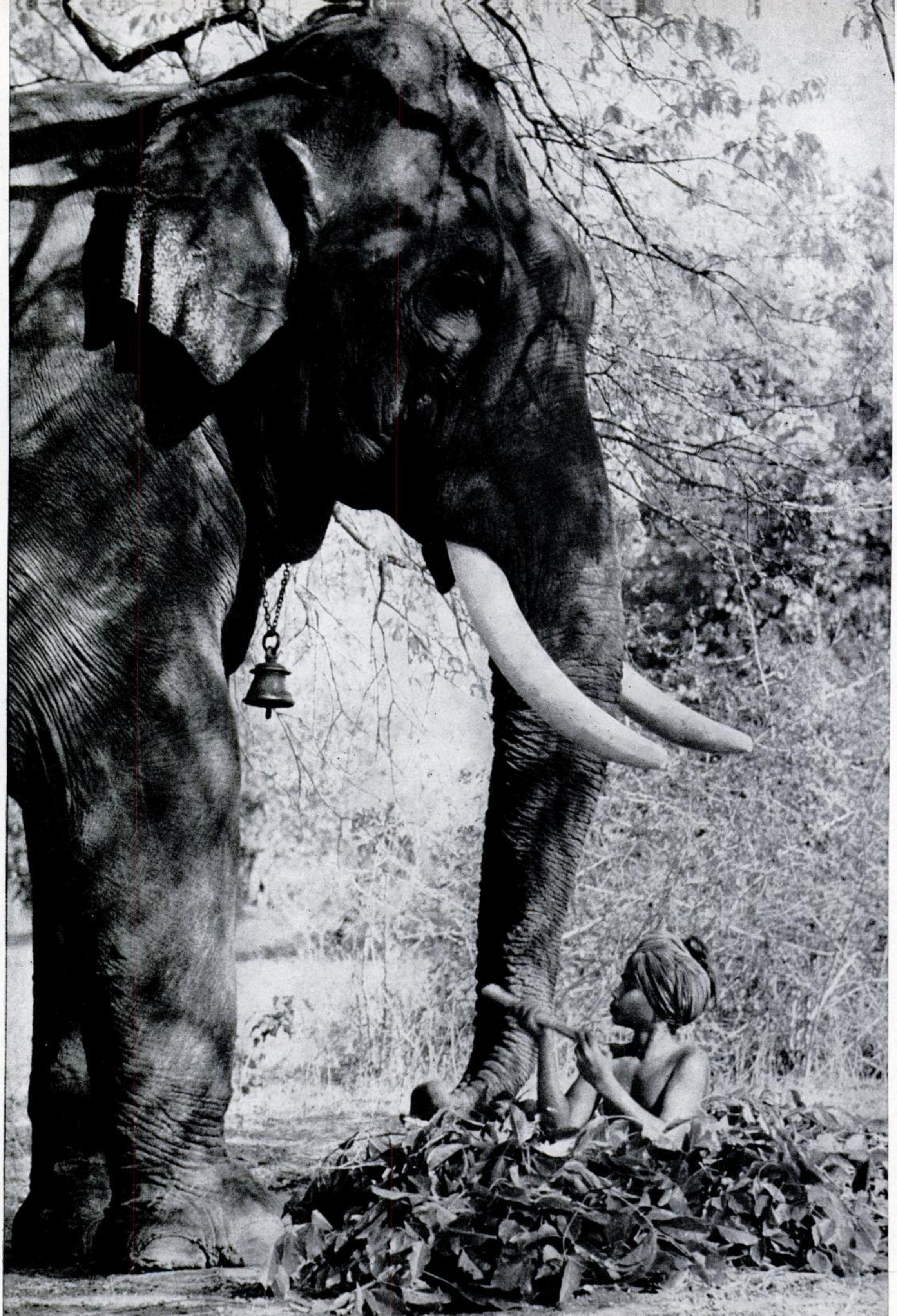


Gedeon threw a beer glass at the photographer who snapped him above, but otherwise took the murders calmly. In his shop, police found a pistol, a display of nude photography and some upholsterer's needles suitable for stabbing.



At Ronnie's bier knelt her former husband, Robert Flower (*above*). Meanwhile doctors cast doubt on a sex-motive theory by reporting that Ronnie had probably not been attacked. Police arrested Gedeon for having a pistol.

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MOVIE OF THE WEEK:

Elephant Boy

Photographers, like small children, have always been fascinated by elephants. The latest to succumb to the fascination is Robert Flaherty, the famous movie director who made *Man of Aran*. Mr. Flaherty and his company spent a year in India and brought back the film which is now released by Alexander Korda under the title *Elephant Boy*. It is the best job of photographing elephants ever done or likely to be done for a long time.

Elephant Boy has two stars, the twelve-year-old Indian lad who appears at right and the mammoth creature who towers above him, while the boy sucks a piece of sugar cake, on the opposite page. Sabu, the boy, was discovered by Mr. Flaherty in an orphan asylum in Mysore. His ancestors for many generations were mahouts (elephant drivers) for the Maharajahs of Mysore. Iravatha, the elephant, was the prize animal in the stables of the present Maharajah and famed as the biggest elephant in Southern India. Sabu and Iravatha were both lucky finds for Mr. Flaherty. The Indian boy took to acting like an elephant to water (*see next page*) and Iravatha showed more than average elephant intelligence.



SABU IS THE STAR OF *ELEPHANT BOY*

Elephant Boy has a plot based on Kipling's *Toomai of the Elephants*, from the *Second Jungle Book*. Toomai in the story, like Sabu in real life, is descended from famous mahouts and dreams of emulating his grandfather, the first Toomai. Iravatha, known in the story as Kala Nag, is "Little Toomai's" elephant, the pride and joy of his life.

In India wild elephants are captured by great drives in which the tame elephants serve both as decoys and as mounts. When a white hunter comes to Toomai's village, Toomai and Kala Nag show off their tricks, are taken along. The drive fares badly. No elephants are found, Toomai's father is killed by a tiger and Kala Nag tramples a mean mahout. To keep his pet from being shot, Toomai takes him off into the deep jungle, with the hunting party in pursuit. Unwittingly, the boy and his elephant lead the hunters to a mighty herd of wild elephants.

The climax of the picture is a spectacular drive in which 1,200 natives with flares herd the wild elephants into a stockade. When the drive is finished Little Toomai is hailed in camp by the name they called his grandfather, "Toomai of the Elephants."



SOME OF MR. FLAHERTY'S ELEPHANTS, TAME BUT DISTURBED, POSE FOR THEIR PICTURE. NOTICE THE BABY ELEPHANTS AT LEFT

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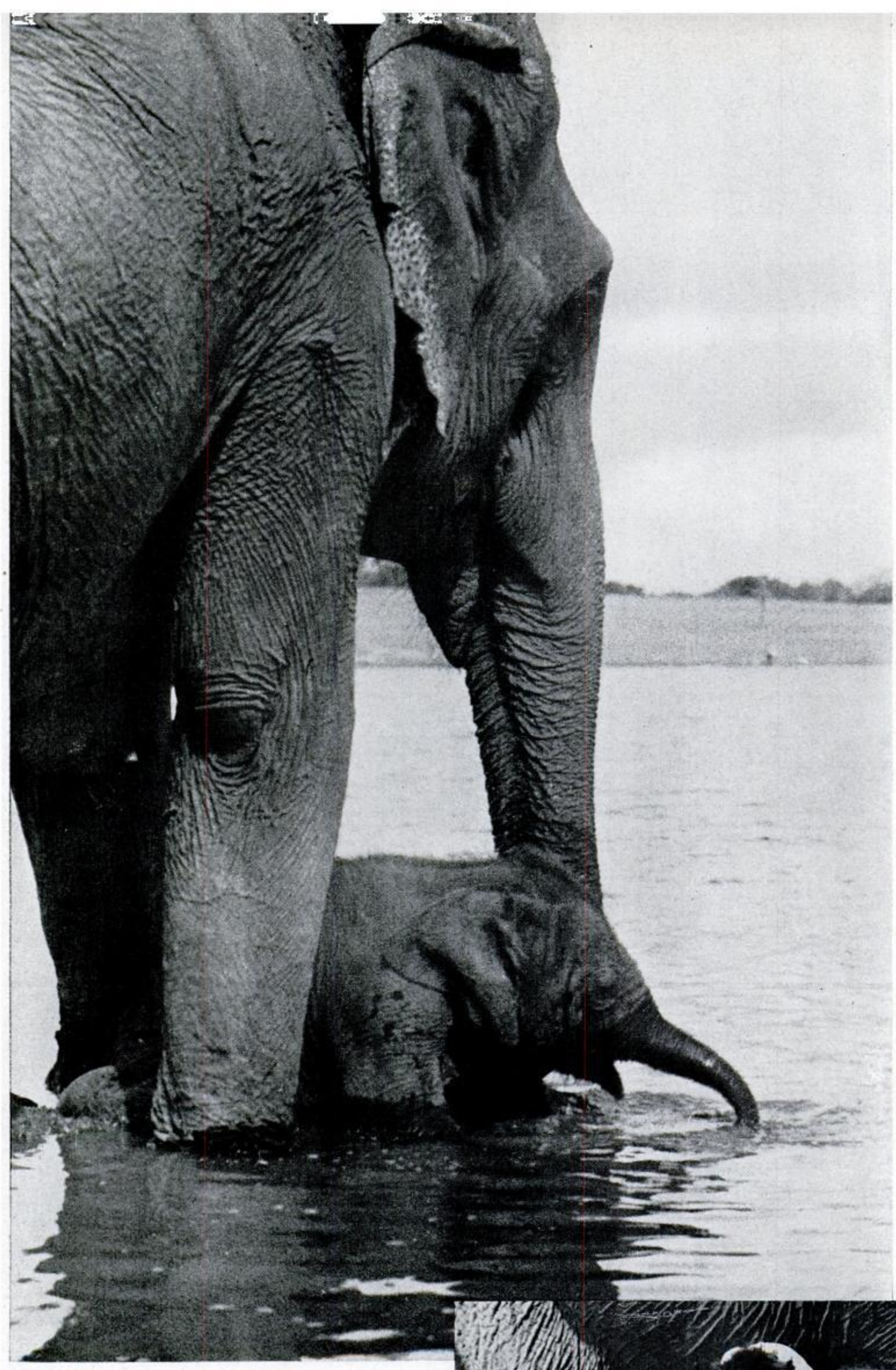
ELEPHANT BOY

(*continued*)

An elephant's chief delight is his bath. Wherever elephants are used, this is a daily ritual, usually performed before sundown by the mahouts in some convenient stream. In the picture on the opposite page Iravatha, the elephant in *Elephant Boy*, is having the inside of his ear scrubbed by his co-star, the boy Sabu. Notice that Iravatha has his trunk curled carefully over his tusk. The trunk is the elephant's nose, used for breathing as well as for conveying food to its mouth, pulling down trees, lifting logs, etc. The tusk indicates a male elephant.

The Indian elephant, unlike the African, is easily tamed and, except in the case of male elephants in a state of sexual excitement known as *must*, rarely troublesome. In captivity they live to be about 80 years old. In the wild state they probably live to be as old as 150 and cow elephants like the one at left are supposed to calve until they are 80.

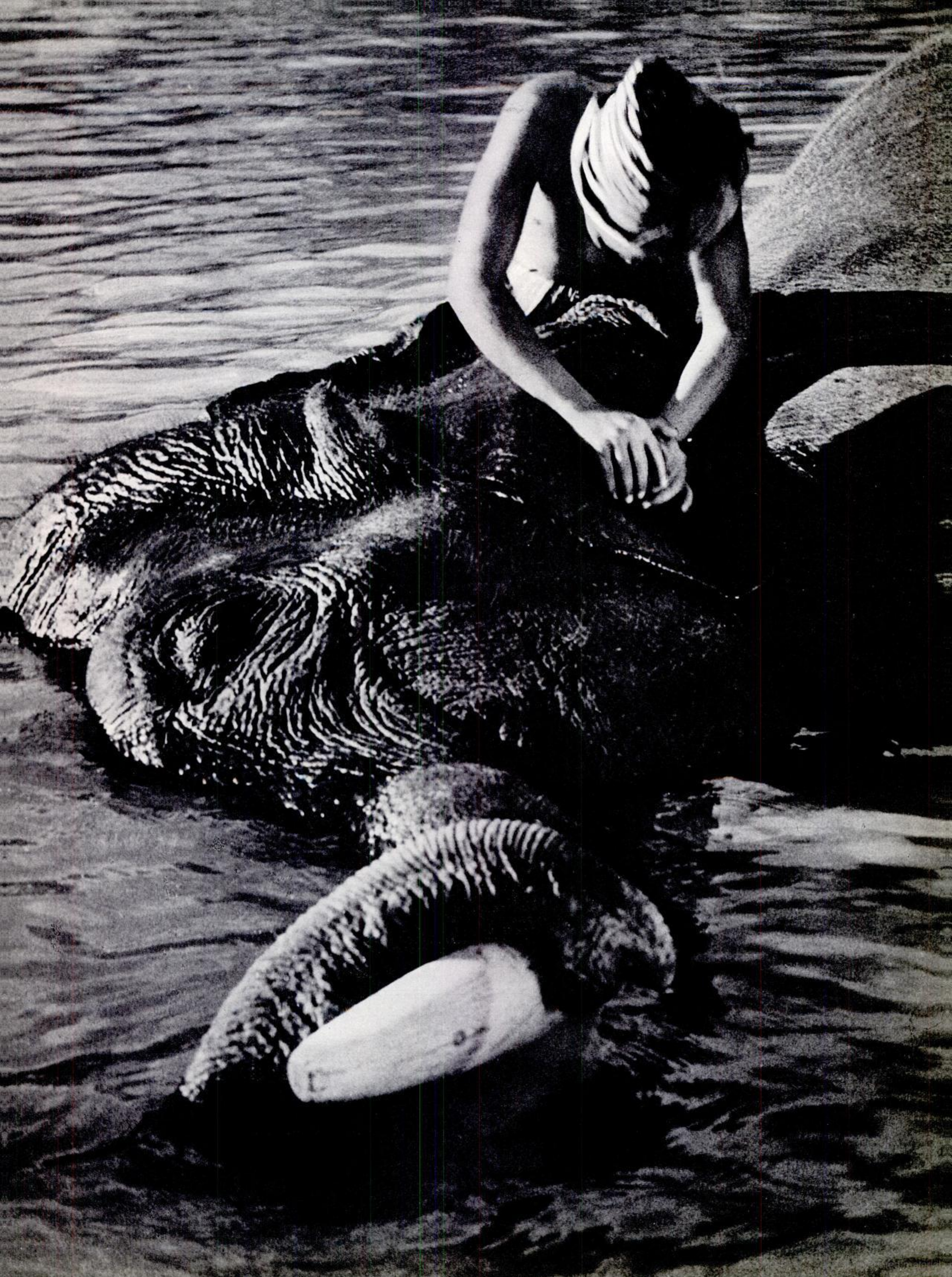
As a worker or a movie actor, the elephant has several great assets. He is regarded by authorities as the most intelligent of animals. He is gentle and cautious, practically never trampling or otherwise harming a keeper. He learns tricks easily. For one of Iravatha's tricks turn the page and see him lifting Sabu onto his tusk.



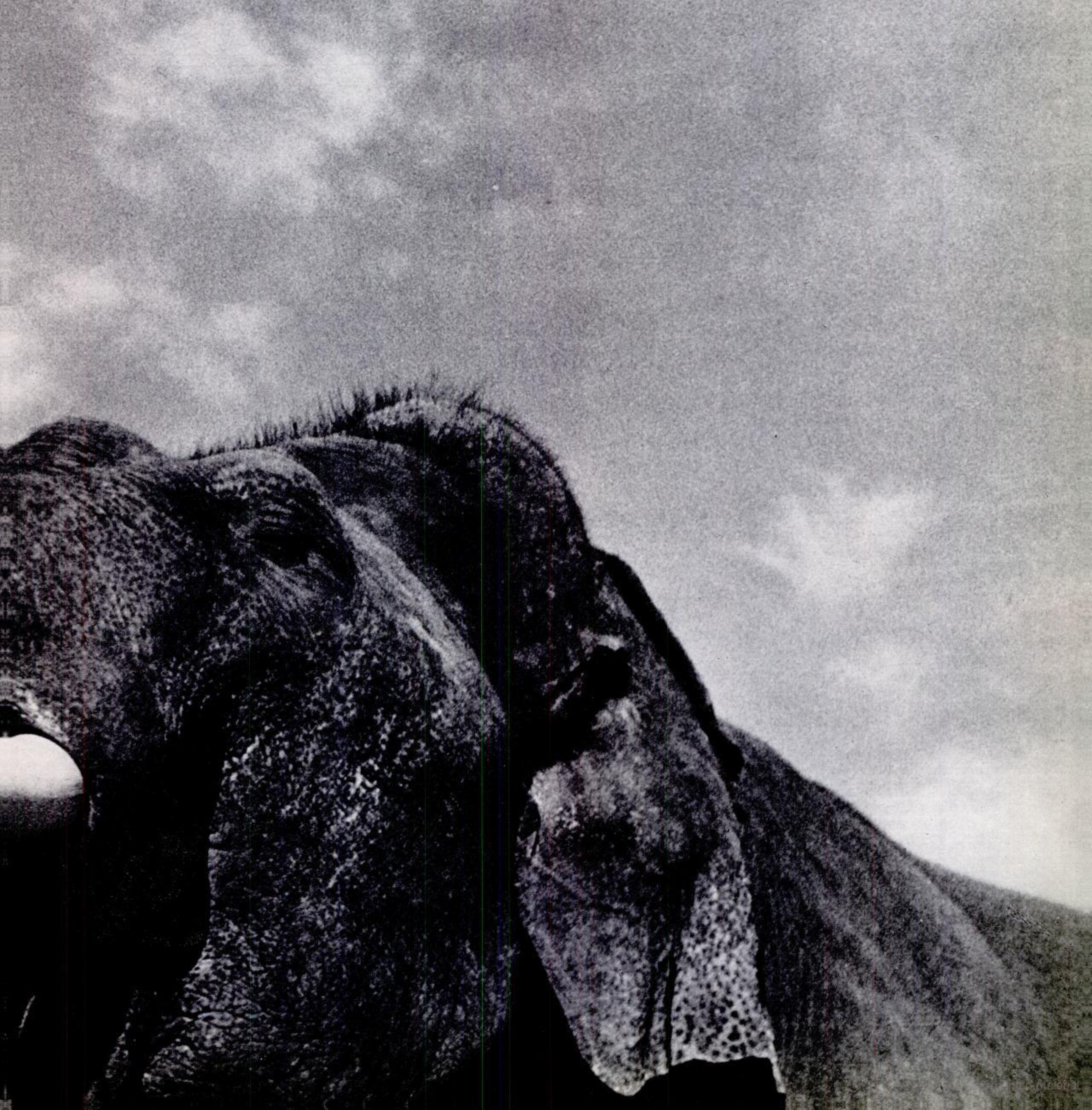


A mother and baby elephant appear in the pictures above and at right. The baby is a week old. On the screen it is running around its mother's legs, squealing at the top of its lungs. At right, Sabu tries to teach it tricks.

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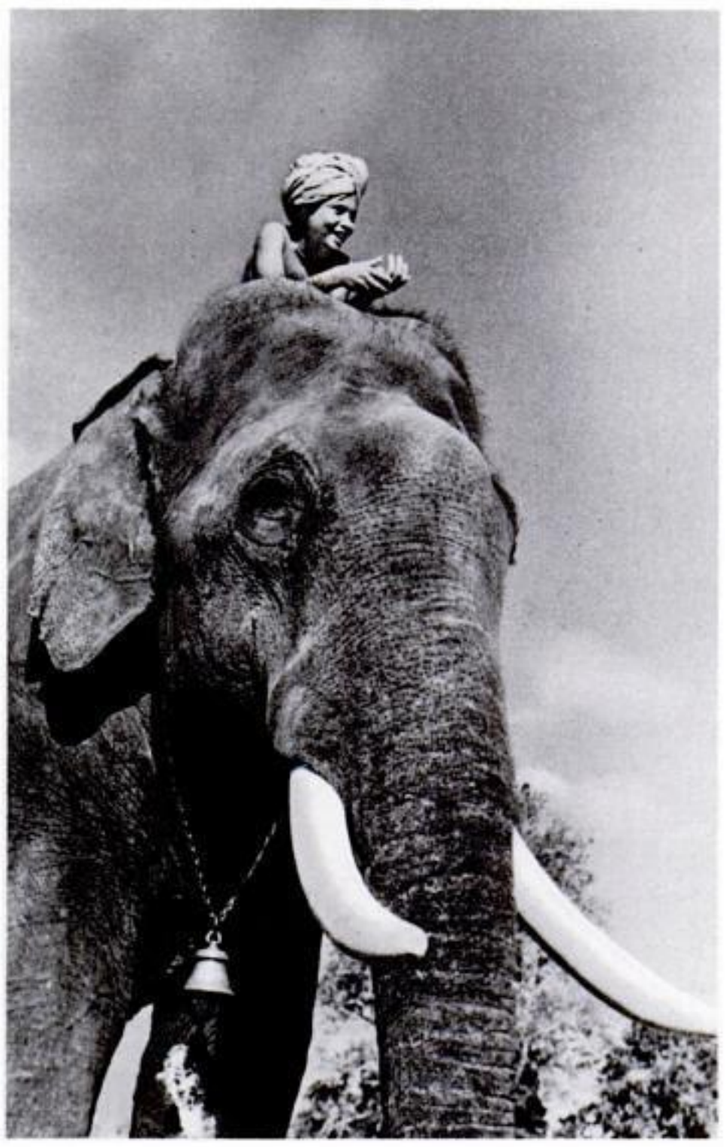






DIRECTING ELEPHANT BOY

(*continued*)



The two stars of *Elephant Boy*, Sabu (*on top*) and Iravatha, get their acting orders from Mr. Flaherty (*across page*).

Directing an elephant through a full-length movie is an art which Robert Flaherty, who appears at right, was the first movie director to learn. Iravatha, the elephant, proved intelligent and tractable, indulging in only one serious fit of temperament, which lasted three days and stopped production. He had all the perquisites of a movie star, including another elephant as stand-in.

Directing Sabu, the native boy, was more in Mr. Flaherty's line. His reputation was made with a series of artistic Man-*v.*-Nature films employing all-native casts. These included *Man of Aran*, which won several "best-picture" awards in 1934, *Nanook of the North* and *Moana*.

Both Sabu and Iravatha are now in England. Iravatha was bought for the London Zoological Society. Sabu went to the London Films Studio at Denham to finish scenes for the movie. He is living in a fashionable flat on a good salary while Alexander Korda tries to think up a new vehicle for him. The picture below shows him in a toy-like but real automobile which he bought to drive around the studio grounds. He also has a limousine with chauffeur.



Director Robert Flaherty, born in Michigan, has traveled farther than any other movie director to make his films.

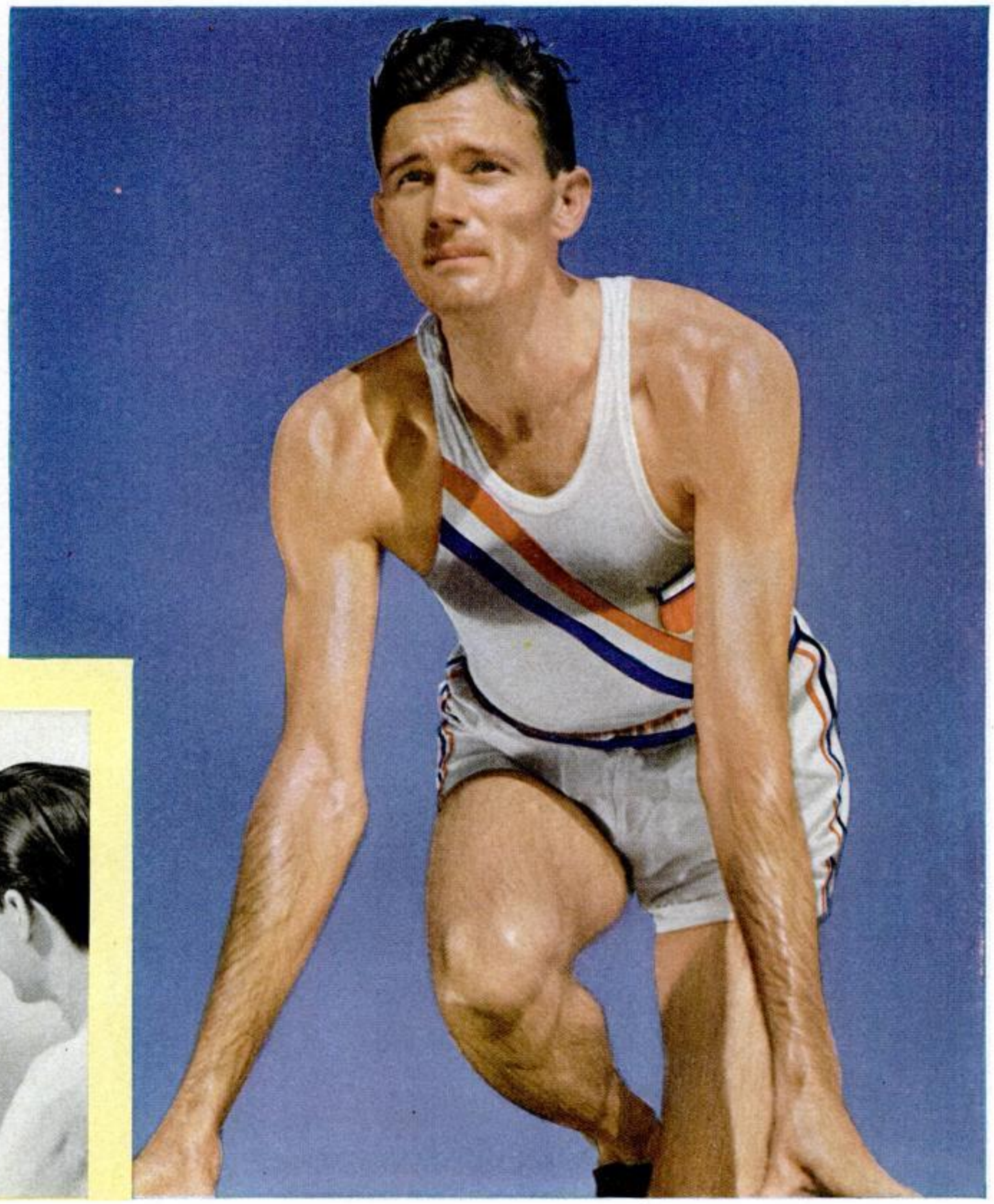


SABU RIDES AROUND THE LONDON FILMS STUDIO IN HIS AUTOMOBILE. MARLENE DIETRICH'S CADILLAC IS IN THE BACKGROUND

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FOR DIGESTION'S SAKE . . . SMOKE CAMELS

"That's what I do—and my digestion goes along O. K.," says Glenn Hardin, world's record holder—champion hurdler—and Olympic winner





"I'M A GREAT BELIEVER in the way Camels help to ease strain and tension," says Glenn, one of America's great athletes. "It's no wonder Camels are the favorite cigarette of athletes in many lines of sport. Take my own case. It wouldn't do me much good to eat and not digest properly. So I smoke Camels with my meals and after 'for digestion's sake.' Camels give me an invigorating 'lift' when I need it most. And Camels are mild. You'll notice, the same as I do, that Camels don't get on your nerves."

Around the clock—Camels set you right! Choose Camels for steady smoking—they don't get on your nerves—or irritate the throat.

Enjoy the grand feeling of well-being that comes after a good meal . . . and plenty of Camels

FOR that luxurious feeling of ease so worth-while at mealtime—light up a Camel. Fatigue and irritability begin to fade away. At the first few fragrant puffs, the flow of digestive fluids—*alkaline* digestive fluids—speeds up. You get in the right mood to *enjoy* eating. Camels at mealtime and afterwards help to keep digestion on its proper course. A sense of well-being follows.

You'll welcome Camels between meals too! They bring an invigorating "lift" in energy and brighten your whole day with the enjoyment of costlier tobaccos.

COSTLIER TOBACCOS

Camels are made from finer, MORE EXPENSIVE TOBACCOS . . . Turkish and Domestic . . . than any other popular brand





MRS. ANTHONY J. DREXEL 3rd of the famous Philadelphia family, has won international recognition for her charm and grace as a hostess. "Camels are a bright spot in my entertaining," she says. "I think a meal is not complete without Camels. Camels make food more enjoyable—encourage a pleasant sense of well-being. And Camels are so mild—so gentle on my throat that I smoke as many as I like. They never get on my nerves."

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GET THE BLUE RIBBONS READY—
here comes a champion!

THE DAY these wobbly legs first trod the fresh clean straw of the dairy-barn calf pen, a new name was confidently inscribed in the book of future herd champions.

For this brown-eyed Jersey youngster is no ordinary calf. She was born of an illustrious line of dairy champions. In her are blended the virtues of many generations of blue-ribbon winners . . . *deliberately blended to achieve perfection.*

And for the very same reason, Four Roses, too, is a deliberate combination of virtues—a truly glorious combination of *several* fine American straight whiskies—*and nothing but whiskey!*

Each of the whiskies that go into Four Roses is outstanding for some particular quality. Blended together with scrupulous care, these whiskies combine *all* their virtues to achieve *one* superlative whiskey—*Four Roses!*

Made *this* way, it stands to reason that Four Roses has a very special claim to greatness—as we think you'll agree, the very first time you taste it.

• For the new edition of "Irvin S. Cobb's Own Recipe Book," send 10¢ in stamps to Frankfort Distilleries, Incorporated, Louisville, Ky.

Frankfort Distilleries, Incorporated, Louisville and Baltimore, also make Paul Jones (92 proof), Old Oscar Pepper brand, and Mattingly & Moore (both 90 proof)—all blends of straight whiskies.



A blend of straight whiskies —90 proof

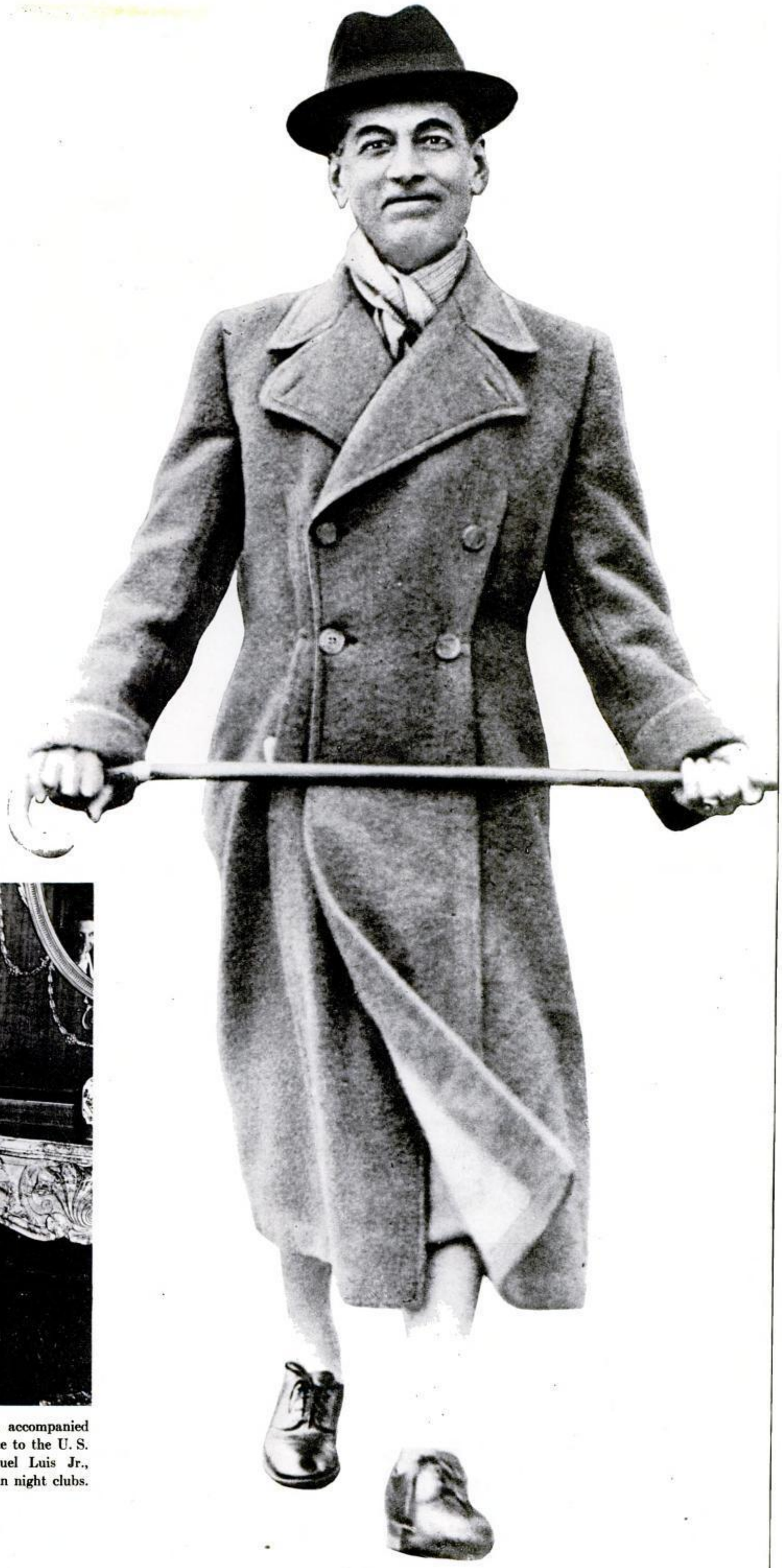
FOUR ROSES

We believe Four Roses is America's finest whiskey, regardless of age or price

QUEZON, PHILIPPINE STRONG MAN, WANTS QUICKER INDEPENDENCE

High among strong men of the Far East stands Manuel Luis Quezon, President of the Philippine Commonwealth, whom you see in his nattiest attire at right. Friends call handsome, high-strung "Don Manuel" the islands' greatest benefactor and statesman. Enemies call him the virtual dictator over 14,000,000 Filipinos, accuse him of controlling a puppet legislature to exalt his favorites, suppress his opposition. But all agree that he is one of the most colorful personalities of the Pacific: a gay, wiry little man who loves whiskey, poker and dancing. Today, at 58, having fought off tuberculosis and a score of other maladies, he is powerful and rich.

Quezon was born a poor boy on the east coast of Luzon, largest of 7,083 Philippine islands. From a major among Filipino rebels, he rose in 35 years to become the first president of the world's newest republic. But since that day in November 1935 when the Philippine Commonwealth was born, economic conditions on the islands have become intolerable. Unrest and uprisings followed. Hence wily little Quezon is in Washington today. Hence, too, his about-face in asking that complete independence, guaranteed for 1946, be granted in 1938 or 1939. A year ago he declared himself content with the independence act as it now stands, knowing well that U. S. tariffs on Philippine sugar are to rise from 5% in 1940 to 25% in 1946. He knew too that only by shipping sugar to the U. S. could Filipinos prosper. Wise politicos see in this newest of Quezon moves a policy of economic dickering. At the last session of his Assembly, the President was voted the right to raise or lower tariffs on goods shipped into island ports. Quezon fears that the U. S., with powers still granted by the Tydings-McDuffie Act, will veto this right. Once completely severed from the U. S., however, he may then threaten to lower tariffs on rival Japanese goods: with this threat force lower U. S. tariffs on Philippine sugar.





His two beautiful daughters Aurora, 17 (*left*), and Zenaida, 16 (*right*), accompanied President Quezon on his goodwill tour through China and Japan enroute to the U. S. Here they are in New York on arriving Feb. 19. A third child, Manuel Luis Jr., remained at home. In New York, pleasure-loving Quezon was often seen in night clubs.

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MANUEL QUEZON: THE LIFE OF THE FIRST FILIPINO PRESIDENT *(continued)*



1 Quezon first appears in U. S. history as this Filipino rebel who surrendered in 1900, gave his name as Kison, sold his sword to the photographer who took this picture.





2 These two pictures show a turning point in Quezon's life. Above, as member of the Philippine Assembly, 1908. Below, as Resident Commissioner to the U. S., 1916.



3 Returning to the Philippines with the Jones partial autonomy act in his pocket, Quezon married Cousin Aurora Aragon. In 1919, their first child was born.



4 Between 1921–27, as president of the Senate, Quezon (*front row, left*) and his colleague Sergio Osmeña (*right*) resisted "intervention" by Gov. Gen. Leonard Wood (*centre*). The fight is said to have led to Wood's death, Quezon's siege of tuberculosis.



5 After years of struggle, Quezon on March 23, 1935, sat in the White House with a fancy vest and a carnation in his lapel, watching President Roosevelt sign the Philippine Constitution. The islands got autonomy till 1946, independence thereafter.

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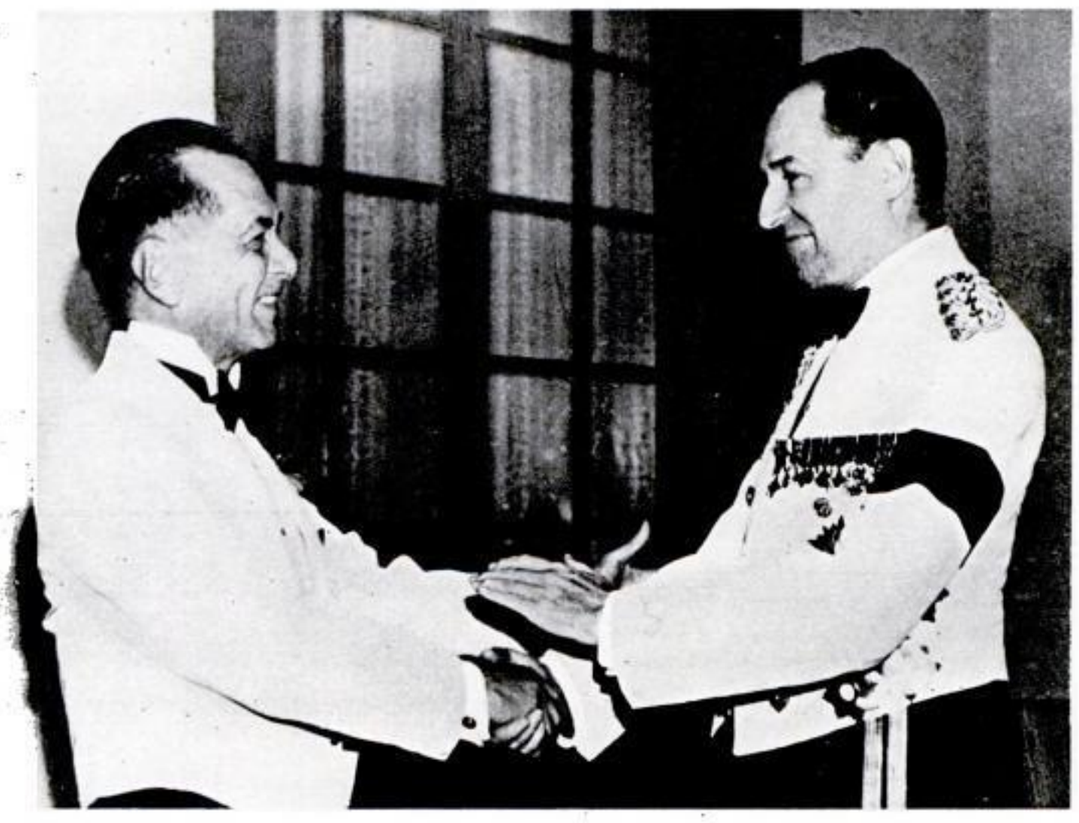
6 Gen. Emilio Aguinaldo, insurrectionist hero, was Quezon's rival in the first presidential campaign.



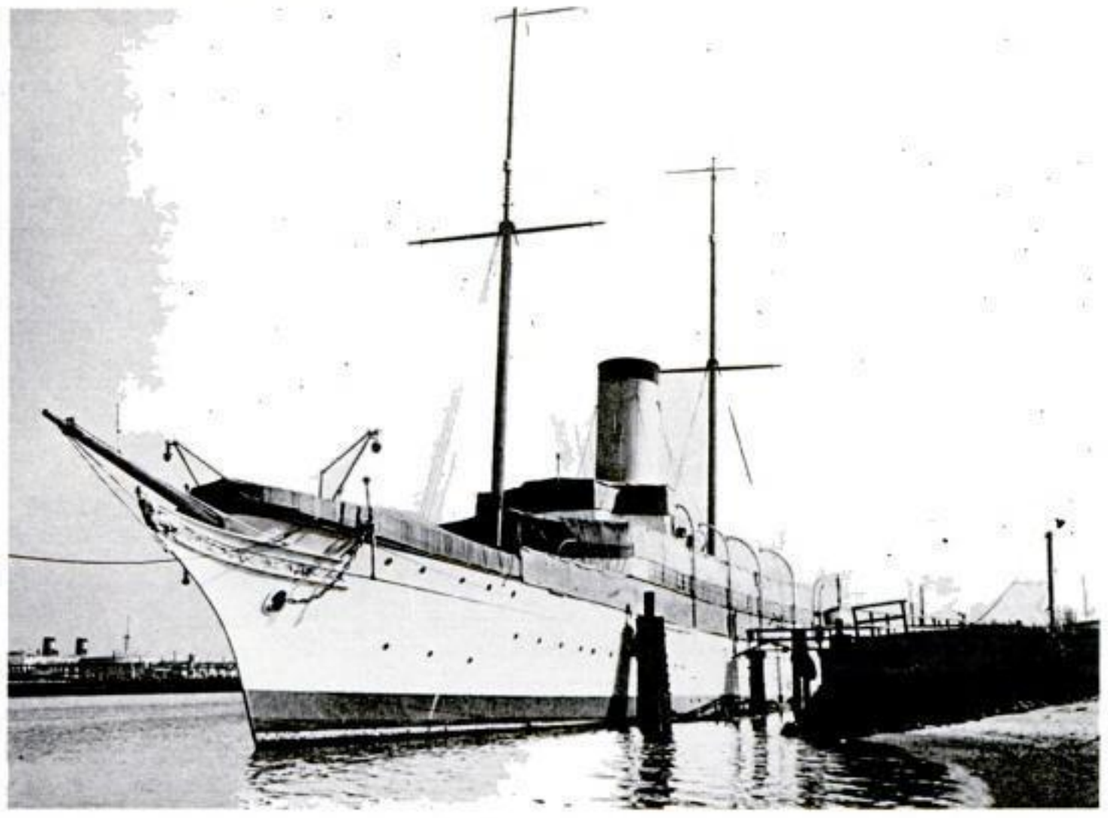
7 Archbishop Gregorio Aglipay, who broke with Rome to form the Philippine Independent Church also ran.



8 A quarter million Filipinos gathered in Manila Nov. 15, 1935 to see Manuel Quezon and the new Commonwealth inaugurated. The President here stands at attention, after taking the oath, to receive a 19-gun salute. On his right is the late Speaker of the House Byrns.



9 Fast friends in the Commonwealth are President Quezon and former U. S. Chief of Staff, Gen. Douglas MacArthur, who was lent to Manila as Field Marshal of the Philippine army to work out defense plans for protecting the republic's 7,083 islands.



10 To enable President Quezon to visit the little islands in his archipelago, his well-controlled legislature bought him the yacht *Casiana*, which once belonged to the late oil tycoon Edward Doheny. Enemies called this luxurious gift blatant extravagance.



11 Former U. S. Commissioner Frank Murphy, now Michigan's Governor, here joins Quezon in wearing Philippine dress.



12 Enemies of Quezon are Benigno Ramos (*left*) and his Sakdalistas, who demand immediate independence, economic reforms for peasant and *tao* (man in the street). Their uprising in May 1935 brought death to 60.



13 En route to the U. S. this year, Quezon with two decorations on his chest, gets the Chinese Order of the Brilliant Jade.

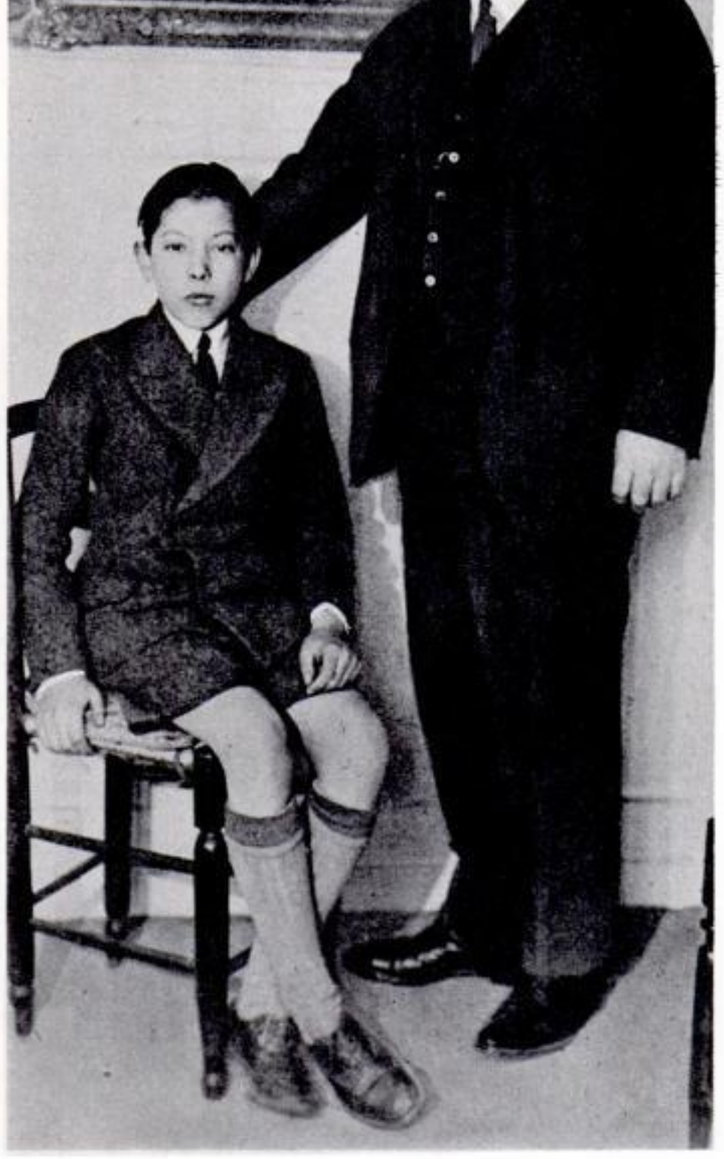
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CÉZANNE BROUGHT RICHES TO HIS SON AND A DEALER, PLEASURE TO A DOCTOR



Dr. Albert C. Barnes invented Argyrol and, with the fortune it brought him gathered a large and magnificent collection of modern paintings, including about 100 Cézannes.

Paul Cézanne, whose paintings are shown on the following pages, died in 1906. Up to then, he had received little recognition and less money for his work. The average price for a Cézanne during his lifetime was well under $100. A few years ago, a Cézanne sold for more than $100,000. On this page are shown the heirs to Cézanne's posthumous fame. At the right are his son and grandson, made rich by the sale of paintings Cézanne left behind. At the left is Dr. Albert C. Barnes of Philadelphia, whose collection of about 100 Cézannes is the largest in this country and perhaps in the world. Below is Ambroise Vollard, the dealer who recognized Cézanne's genius, bought up hundreds of his paintings and thus made himself a great fortune. Until Vollard began to buy Cézannes, the only dealer who purchased them was Père Tanguy, a Paris paint seller who took finished paintings in payment for paints. Père Tanguy thus acquired many van Goghs, Cézannes and Renoirs, but he was no art lover. He sold art by the square foot. If someone with only 50 francs liked a painting Tanguy valued at 200 francs, Tanguy would cut up the canvas, sell 50 francs worth.



Three generations of Cézannes are shown above: the painter, Paul Cézanne, in the self-portrait which also appears on the opposite page; his son, Paul; and his grandson, Jean, who is now studying painting. Son Paul Cézanne, comfortably retired now on money from sales of his father's works, used to poke holes through the houses in Cézanne's canvases. Instead of enraging his irritable father, this damage delighted him. "Look," he would exclaim to Vollard, "people say they cannot understand my painting or recognize houses in them. But Paul, a little child, knows they are houses. He pokes holes through their windows."



Ambroise Vollard, the richest and most famed art dealer in France, is shown at left in his dusty office, surrounded by rolled up canvases. If time continues to prove Vollard's judgment right, the canvases may be worth fortunes. Vollard bought his first Cézanne from Père Tanguy, championed Cézanne, arranged his first show. He sold very few during Cézanne's lifetime. First sale was to a blind man who liked Cézanne's paintings because the pigment was laid on so thick he could feel it. Vollard's judgment in buying Degas, van Gogh, Renoir was as shrewd as his buying of Cézanne. In his big Paris house, which is crowded with cats and canvases, he has an estimated $8,000,000 worth of art.

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"PORTRAIT OF THE ARTIST BEFORE HIS EASEL," PAINTED ABOUT 1885, IS NOW IN THE BIGNOU GALLERY, NEW YORK

Five Paintings by Cézanne

To celebrate the opening of its new French galleries, the Philadelphia Museum of Art lately opened an exhibition of the work of French painters of the past three centuries. Given prominent display in the show are eight paintings by Paul Cézanne, including the portrait of Cézanne's father shown on the next page. Cézanne was probably the most influential of modern painters. During his early painting days, the rising tide in art was impressionism. Impressionists made brilliant use of color to record their quick perceptions of nature. Cézanne went further and deeper. Absorbed in the problems of structure, he used subtly varied tones to express the underlying form and substance of nature.

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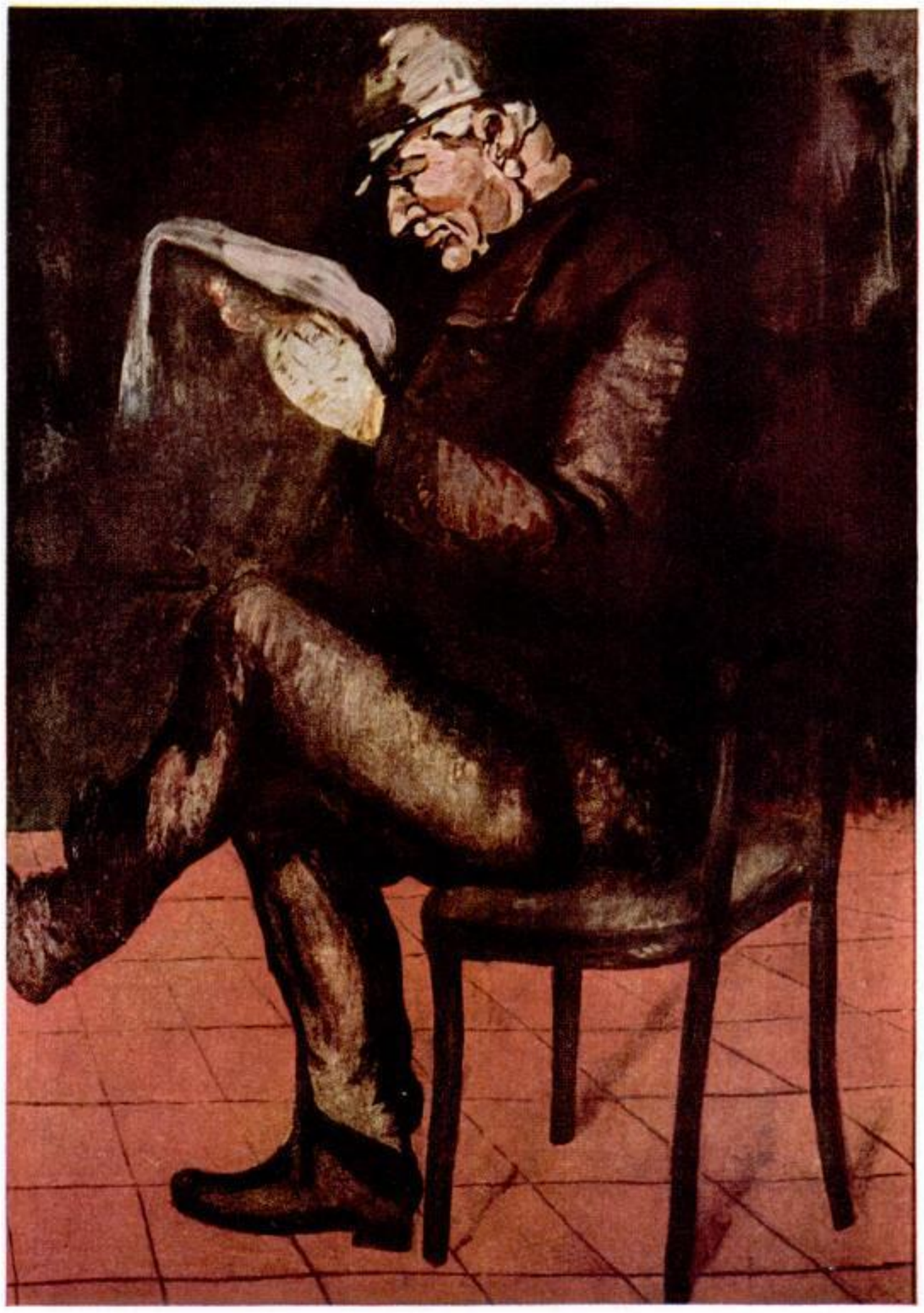


"STILL LIFE WITH APPLES" WAS DONE ABOUT 1892. IT IS IN THE LILLIE P. BLISS COLLECTION IN THE MUSEUM OF MODERN ART, NEW YORK

Cézanne

(*continued*)

Paul Cézanne was, in the tradition of great artists, misunderstood and unrecognized during his lifetime, fully appreciated only after his death. But unlike the traditional artist, he did not starve in a cold garret. His father was a well-to-do banker in Aix-en-Provence who, like a practical man, tried to make his son a lawyer and then a banker. Failing, he yielded to his son's desire to paint and settled on him an allowance of $720 a year. Paul studied in Paris, joined the then radical Impressionists. He soon moved away to his own deeper, more studied style. His burning and never-fulfilled ambition was to be hung in recognized salons alongside the slick paintings of artists whose work he derided. Critics called him a crude and awkward dauber. Those art-lovers who were not amused by his work were angered by it. After some years in Paris, Cézanne went back to Aix-en-Provence, married a dull country girl who made him an admirably patient model and settled down to his absorbing experiments in paint. He was boorish, opinionated, incredibly slow-working. He would hold a dab of paint on his brush for a quarter of an hour before he could make up his mind how it should be used. Because living models moved, he turned to still lifes but the apples in them would shrivel and rot before he had finished painting them. He even used artificial flowers because real ones faded too soon. When, in 1904, his first big show attracted some interest and support, Cézanne only thought people were mocking him. In 1906, he went out into a cold autumn rain, caught cold and died, aged 67.



"ARTIST'S FATHER" OWNED BY RAYMOND PITCAIRN OF PHILADELPHIA

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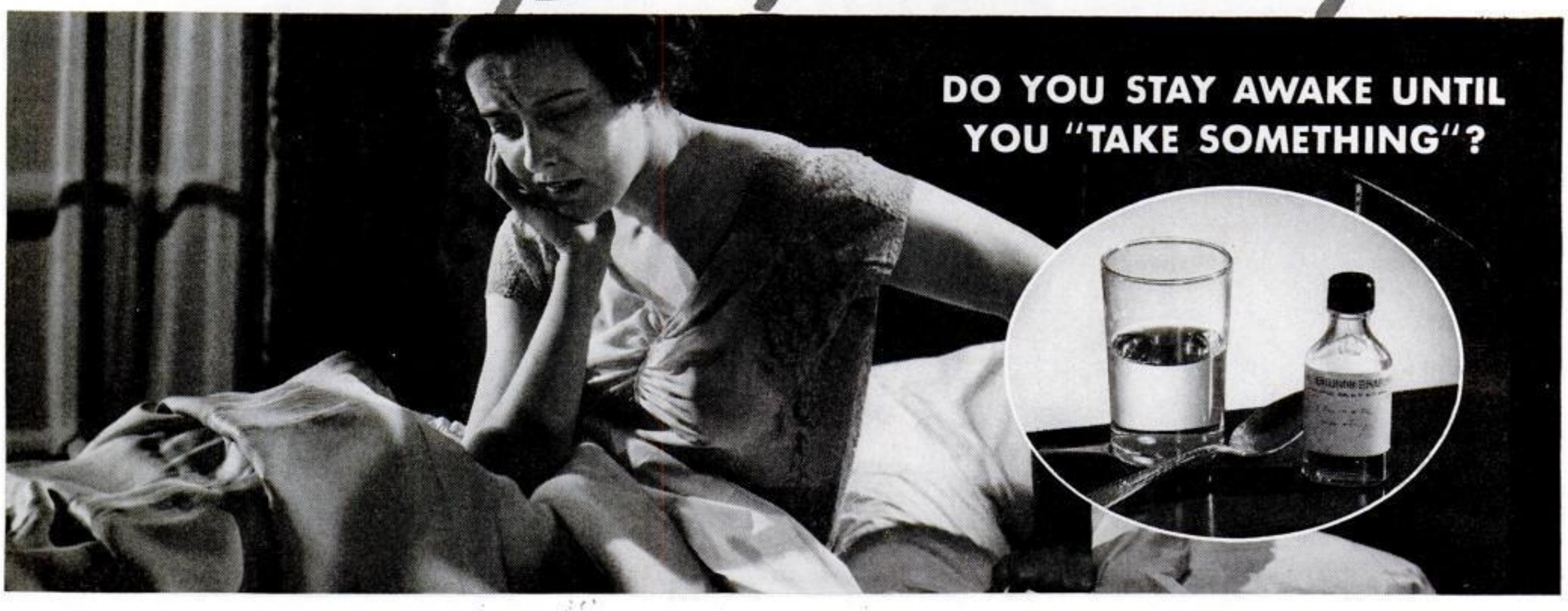
"THE CARD PLAYERS," PAINTED IN 1892, BELONGS TO STEPHEN C. CLARK OF NEW YORK

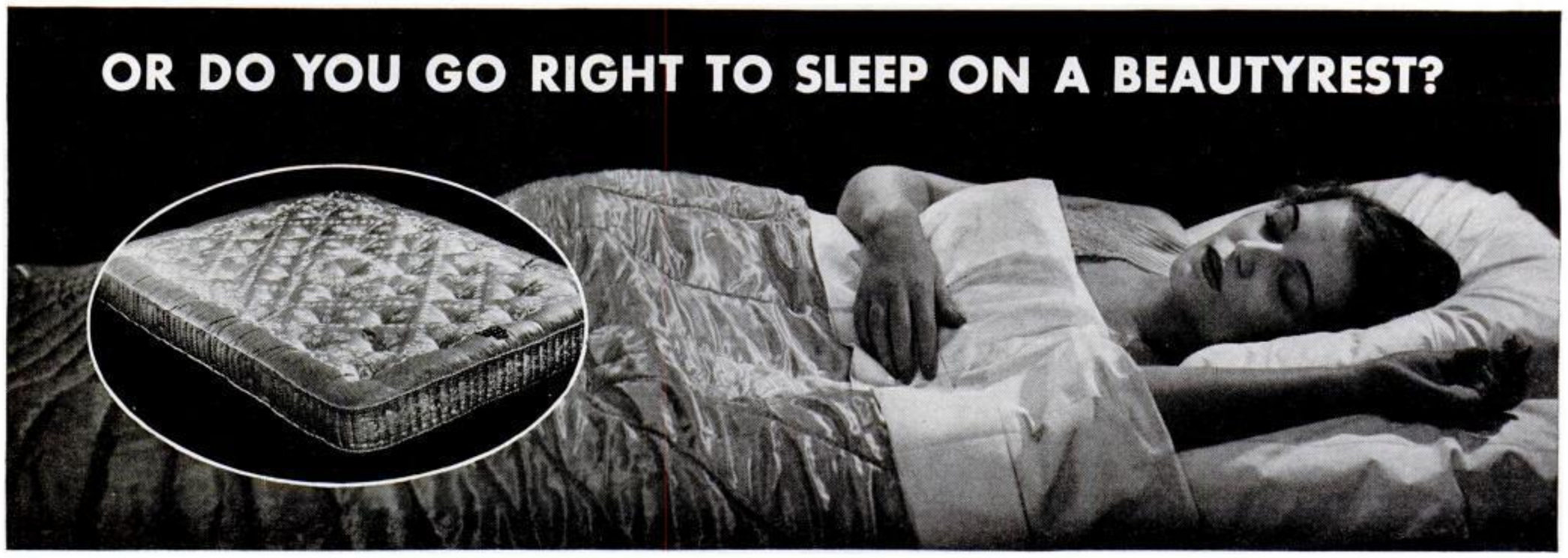
"HOUSE OF ÉMILE ZOLA AT MEDAN" WAS PAINTED ABOUT 1880. ZOLA, LONG A GOOD FRIEND OF CÉZANNE, LIVED IN THE HOUSE AT EXTREME RIGHT



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How do You Get to Sleep?





The first essential of natural sleep is the right kind of mattress

WHEN you get into bed tonight, will you be able to drop off to sleep naturally? Or will you toss and turn, searching in vain for sleep that doesn't come until you give up and "take something"?

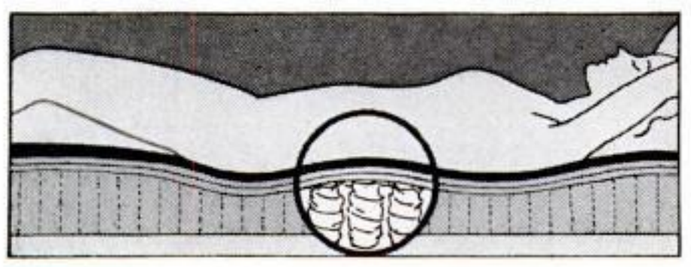
You may be one of those who need additional aids to sleep. But at least test yourself first with the right kind of sleeping equipment.

If you have to struggle night after night to get to sleep, the chances are it is simply your mattress that *won't let you sleep.*

✣ ✣ ✣

You don't expect to have foot comfort in a shoe that doesn't give proper support. Why should you expect to sleep easily and well on a badly constructed mattress?

Unless your mattress is scientifically constructed, it will distort the natural lines of your body, strain your back and make your muscles work so that you can't possibly relax enough to get anything but the fitful slumber of exhaustion. Simmons Beautyrest Mattress does not *put* you to sleep. But it *is* scientifically constructed to *let* you sleep. Its 837 separate coils instantly adjust themselves to your body at every point of contact. Every position you take is comfortable. You don't have to hunt for a comfortable place to lie.



The Beautyrest's famous "floating action" fits into every curve of the body. Rests and supports tired hollow spots. 837 coils of finely tempered steel, between layers of softest cotton, allow perfect adjustment no matter what position you take.

On a Beautyrest you are actually unconscious of the mattress. You simply float off to slumber on its 837 "floating-action" coil springs. You turn without conscious effort and take the 20-45 different positions a sleeper naturally takes to rest his muscles—without disturbance, without waking. And when morning comes, you wake deeply refreshed, renewed.

Let Beautyrest solve your sleeping problem once and for all. The cost is only 2¼¢ a day! Ask about it at any leading furniture or department store. Simmons Co., 222 North Bank Drive, Chicago. New York, San Francisco, Atlanta, Los Angeles, Dallas, Seattle, Kansas City, Boston.

✣ ✣ ✣

THE BEAUTYREST costs $39.50. The same famous construction is obtainable in a hair mattress, $59.50. Other Simmons products are the Deepsleep and Slumber King mattresses, Box Springs, the Ace and other coil springs.

THE BEST PRESCRIPTION FOR A GOOD NIGHT'S SLEEP

SIMMONS *Beautyrest*

WORLD'S LARGEST MAKERS OF BEDS • SPRINGS • MATTRESSES • STUDIO COUCHES • METAL FURNITURE

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VISCOUNT'S SON COMES A CROPPER



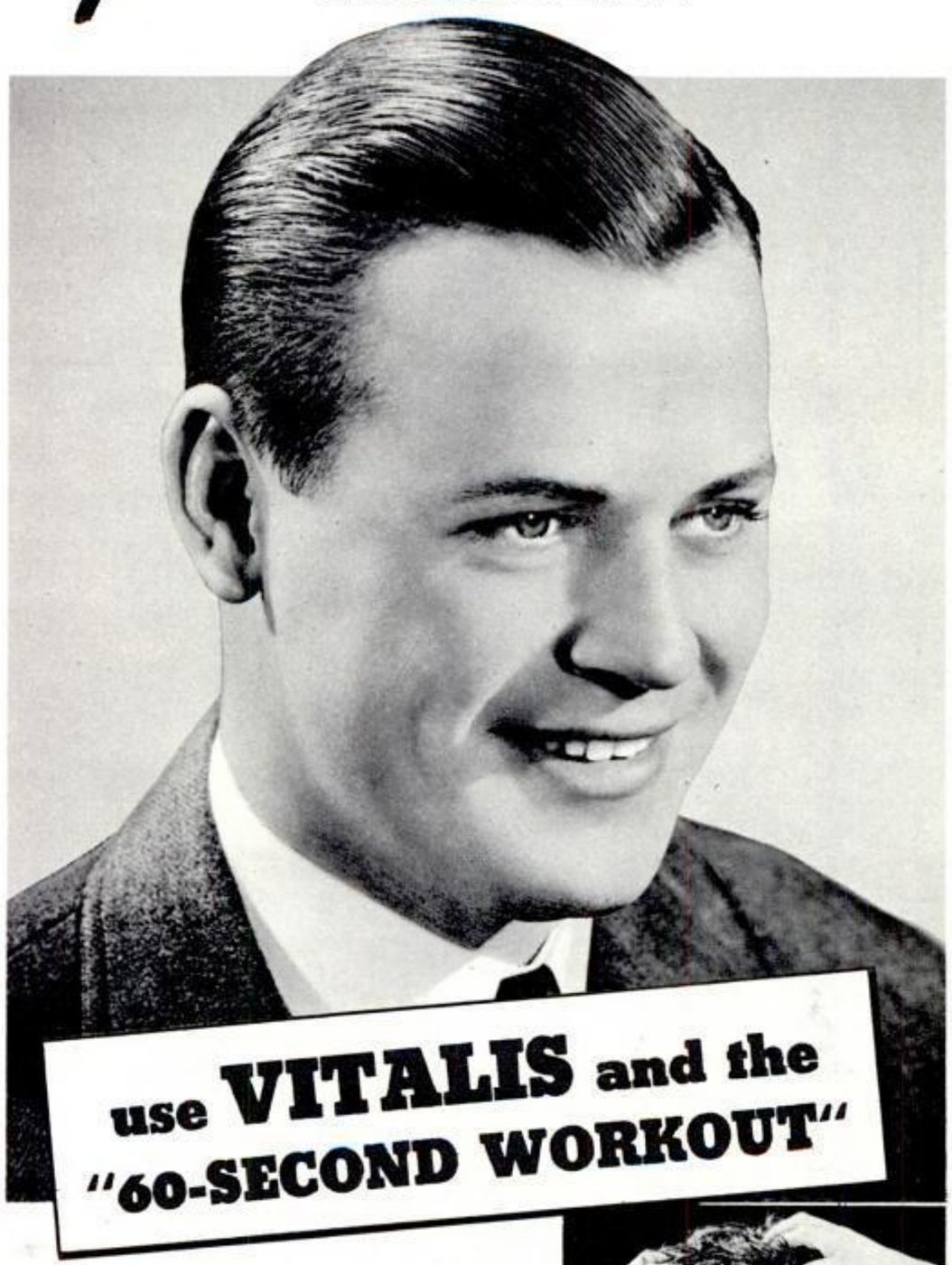






Above you see the Hon. Anthony Gerald Samuel, youngest son of the 2nd Viscount Bearsted of Maidstone and a member of England's famed Montefiore family, taking a decidedly muddy spill as his horse, Two Pots, comes down at the last fence of a recent Oxford University point-to-point steeplechase. Extricated from his horse, Oxonian Samuel, who rides frequently on horses brought to Oxford from the stables of his family's nearby estate, Upton House, Banbury, moodily ponders the pitfalls of a sportsman's life (*left*).

LET *Good-looking hair* PRESENT YOU AT YOUR BEST!



use VITALIS and the "60-SECOND WORKOUT"



• 50 SECONDS to rub—circulation quickens—needed oil is replaced—your hair has a chance!



• 10 SECONDS to comb and brush—your hair has a lustre—no unwelcome "patent-leather" look.

APPEARANCE counts—and good-looking hair can help—in business or social affairs. That's why it's important to keep your hair looking its best with Vitalis and the "60-Second Workout."

It's easy to have handsome hair with this famous "60-Second Workout." Just apply Vitalis to the scalp with a brisk massage. Notice the tingling, pleasant sensation as new, healthful circulation responds to this brisk massage. The scalp feels stimulated, refreshed... it loses its tightness ... the pure vegetable oil of Vitalis helps to augment the needed oils.

Vitalis and the "60-Second Workout" helps to rout loose dandruff... to make your hair lustrous and handsome. Start today to use Vitalis and the "60-Second Workout." Get a bottle at your drug store.

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HELPS KEEP YOUR HAIR HEALTHY AND HANDSOME

ASK YOUR BARBER for genuine Vitalis in the new sanitary Single-Application Sealtube. Where you see this seal displayed, you are assured the same genuine Vitalis you use in your home.

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SPOTLIGHT ON WASHINGTON!

On wings and wheels and shoe leather they come — *Rich Man, Poor Man, Beggar-man, Thief* — to see about stock juggling in New York, price fixing in San Francisco, relief administration in Denver. *Doctor, Lawyer, Labor Chief* — to argue an art project for New Hampshire, a thirty-hour week for Detroit, a new dog pound for Peachtree Junction . . .

All roads lead to Washington — great, three-ringed circus of America — with a continuous performance and a cast of 120,000,000!

Each day, each week the big show changes — sometimes with shocking suddenness. But whatever the next crucial development may be, TIME is a front row seat to the tremendous, marching pageant of the news . . . a seat from which you can catch all the stirring, laughable, heroic, pitiable things that make the great show so complex and so hard to follow without TIME's help.

TIME

The Weekly Newsmagazine

15 CENTS AT NEWS STANDS

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TO THE

MARCH OF TIME

for "its significance to motion pictures and for having revolutionized one of the most important branches in the industry—the newsreel."

SPECIAL AWARD

OF THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES

Awarded only five times in the past, this SPECIAL AWARD is the rarest prize bestowed by the Academy. It signals an "outstanding contribution to the industry." In past years the Academy's SPECIAL AWARD has gone to Warner Brothers (for the first talkie), Walt Disney (for the creation of Mickey Mouse), Charlie Chaplin, Shirley Temple and David Wark Griffith.

And now in 1937, to THE MARCH OF TIME.

THE MARCH OF TIME came to the screen two years ago—a new technique of portraying the world's events, an experiment both in photography and reporting. To the delight of intelligent movie-goers everywhere, it has now become a regular monthly feature in 7500 American theatres.

LAST ISSUE	CURRENT ISSUE
Enemies of Alcohol	Coronation Crisis
The Birth of Swing	Black Magic
Father of All Turks	Child Labor

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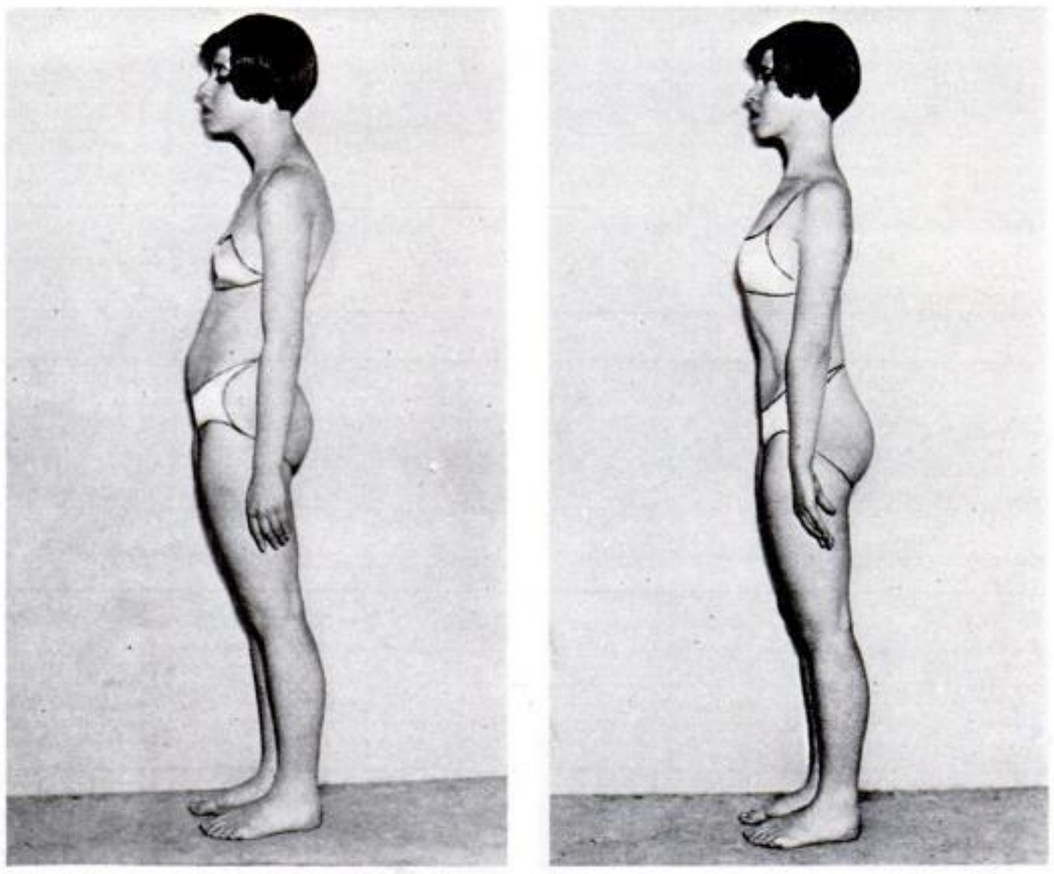
YOUR POSTURE, RIGHT OR WRONG, IS UP TO YOU

Thirty-two years ago Dr. Bess M. Mensendieck (*right*), American-born daughter of a much-traveled civil engineer, started a course of body-building exercises in Germany. In 1923, after nearly two decades of European success, she opened a school in New York. Altogether her methods have won over 200,000 disciples, two-thirds of them women. That the Mensendieck System of Functional Exercises is still a going affair is attested by the recent publication of a de luxe book on the subject which sells for $12. Shown on this and subsequent pages are photographs from Dr. Mensendieck's more popularly-priced $3 exercise primer, *It's Up to You.* Mrs. Gerta Ries-Wiener, the model shown herewith, was a teacher at the Mensendieck School when the book was published. Because Comstockery prevented American publishers from issuing books containing illustrations of unclothed bodies which, according to Dr. Mensendieck, "were obviously indispensable for the elucidation of my work," Dr. Mensendieck long published her books exclusively abroad. Mensendieck pupils are taught stark naked between two mirrors, without even the abbreviated costume shown in these pictures.

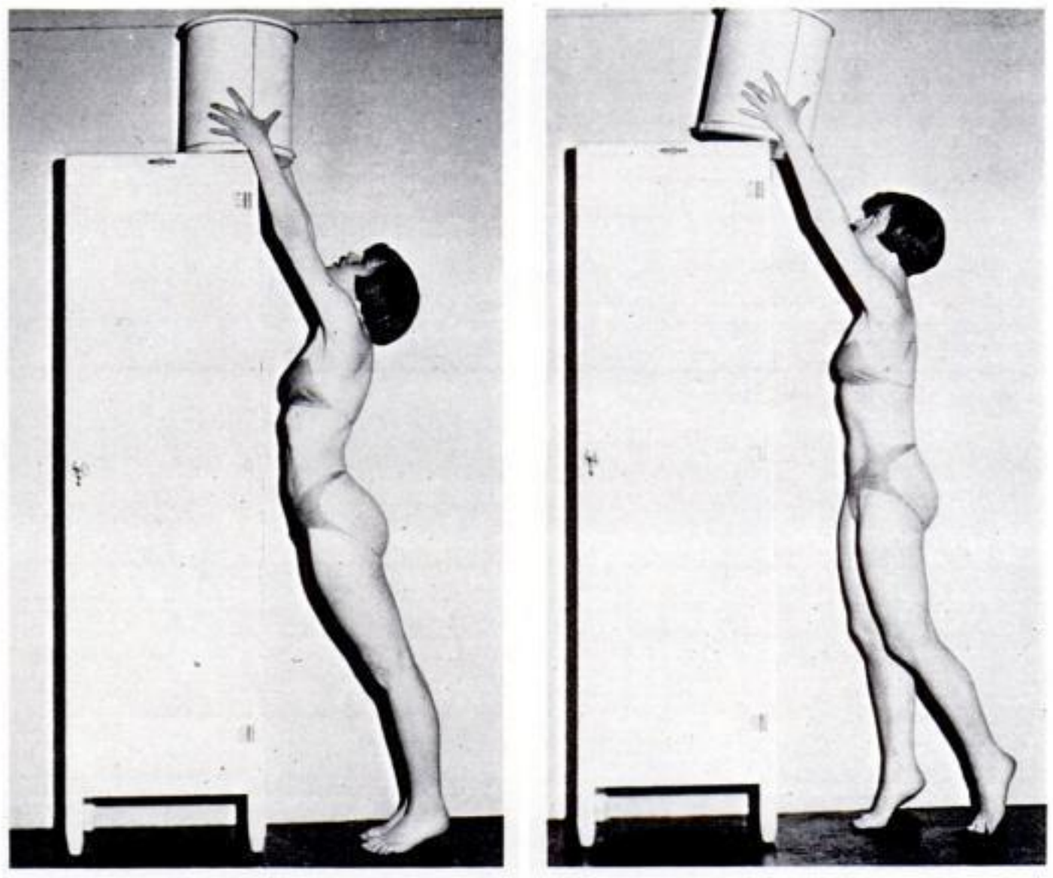
Preaching the conception of the body as an architectural structure, Dr. Mensendieck teaches the development of those everyday workaday muscles which should be brought into play by the simplest movements of daily life, rather than those used for bravura movements required in athletics. The object of her professional solicitude is not the captain of the crew or the lady wrestler but the ordinary housewife and mother, or average businessman. Thus on these pages Mrs. Ries-Wiener waves no sensational dumbbells but goes through such routine movements as reaching for something, sitting in a chair, answering the telephone, going upstairs. The captions are quotations from Dr. Mensendieck's book.



Founder Bess M. Mensendieck sits erect.



How not to stand (*left*): "The buttock and abdominal muscles do not co-operate to hold the pelvis erect; the shoulder muscles are too inert to draw the shoulder blades sufficiently close together to allow the arms to hang straight down along the middle line of the thigh." At the right: "A correct alignment of the joints and masses."



How to reach, properly (*right*) and improperly (*left*). Of the wrong way: "Saber-shaped calves and thighs are produced, the pelvis is tilted forward, the back saddles in, the head is thrown too far backward." Of the right way: " . . . The feet are held in step position, the main center of gravity is not disadvantageously disturbed."



This is no way to sit. In a chapter entitled "Furniture and Its Destructive Influence on the Joints," Dr. Mensendieck severely criticizes the failure of many persons to adjust their body structure to the architecture of the chair. Above, left to right: bow legs, twisted joints, malalignment of the ankle joints, "a hideous distortion."

(*continued on page 55*)

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"Worth stopping for!"



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SEE THE BEECH-NUT CIRCUS
Biggest Little Show on Earth!

A mechanical marvel . . 3 rings of performers . . clowns . . animals . . acrobats . . elephants . . music 'n' everything! Now touring the country. Don't miss it when it visits your city.



Most popular gum in America is Beech-Nut Peppermint. Try our Spearmint, too, if you enjoy a distinctive flavor!

ORALGENE
The new firmer texture gum that aids mouth health and helps fight mouth acidity. "Chew with a purpose."



BEECHIES
Gum in a crisp candy coating . . doubly delightful that way! Peppermint, Spearmint, Pepsin.



Try Beech-Nut Candies in your favorite flavor. Fruit Drops, Luster-Mints, Spice or Assorted.

You can taste the difference Quality makes

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NO MATTER WHAT THE CALENDAR SAYS











...stick with

JOHNNIE WALKER

BLENDED SCOTCH WHISKY



86.8 proof

Lesser drinks may vary in appeal with the passing calendar. But the popularity of Johnnie Walker knows no season. Throughout the world and throughout the year, the accepted passport to a pleasant evening is "a *short* Johnnie Walker before dinner and a *long* one after dinner."

So at home and away...in winter or in summer...keep *yours* Johnnie Walker and soda. For an evening with this amiable gentleman means a fresh and pleasant tomorrow.

Johnnie Walker Red Label is all aged 8 years; Black Label, 12. Distilled, blended and matured in Scotland.

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POSTURE, RIGHT AND WRONG *(continued)*



"The structural damage wrought . . . by this wrong distribution of her body . . .



" . . . is an unnecessary price for the joy obtained from this oft-repeated act."



How not to answer the telephone: "trunk is disadvantageously thrust forward."



This results in "saber-shaped calves and backward thrust of the buttock mass."



How to answer the telephone: "an intelligent adaptation of muscle mechanism."



"The entire body is intellectualized, seems to express interest in the message."

(*continued on page 56*)



. . . if you had a Barbasol Face"

It takes more than a clean, smooth shave to make a lovely lady yearn to draw her hands along your manly jaw.

It takes a "Barbasol Face"—a soft, firm skin, kept young and handsome looking by the soothing, after-shaving effects of Barbasol.

Throw away old-fashioned shaving methods. Try a tube of Barbasol for two solid weeks and see how the years appear to roll off your face.

Barbasol is a cream—no harsh alkalis in it to dry and tighten the skin, to hurry on the wrinkles long before your time.

No brush, no lather, no rub-in—Barbasol gives the quickest, easiest shave you ever had, and your skin feels sweet sixteen. Ask your druggist for a tube of Barbasol today. You'll love it. And so will the ladies; that is, we mean, the wonderful effect it has on *your* face. Large tube, 25¢; giant size, 50¢. And for 15¢, five scalpel-sharp Barbasol Blades.

For modern shaving



No Brush—No Lather—No Rub in

PRIZES FOR GOOD GUESSERS

Are you good at guessing? If you are you may win any one of the valuable prizes given away every week—a new automobile, big money prizes, hundreds of $3 Barbasol Razors. Absolutely free to enter, takes only a few seconds to do. Simply guess a number, that's all. For details, tune in Singin' Sam (NBC Blue Network) every Friday evening. See your paper for time.

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Doris Nolan gets in a tangle with the "Three Sailors" in Universal's "Top of the Town". This picture points a new trend in architecture for it takes place atop . . .



. . . a skyscraper with glass walls and . . .



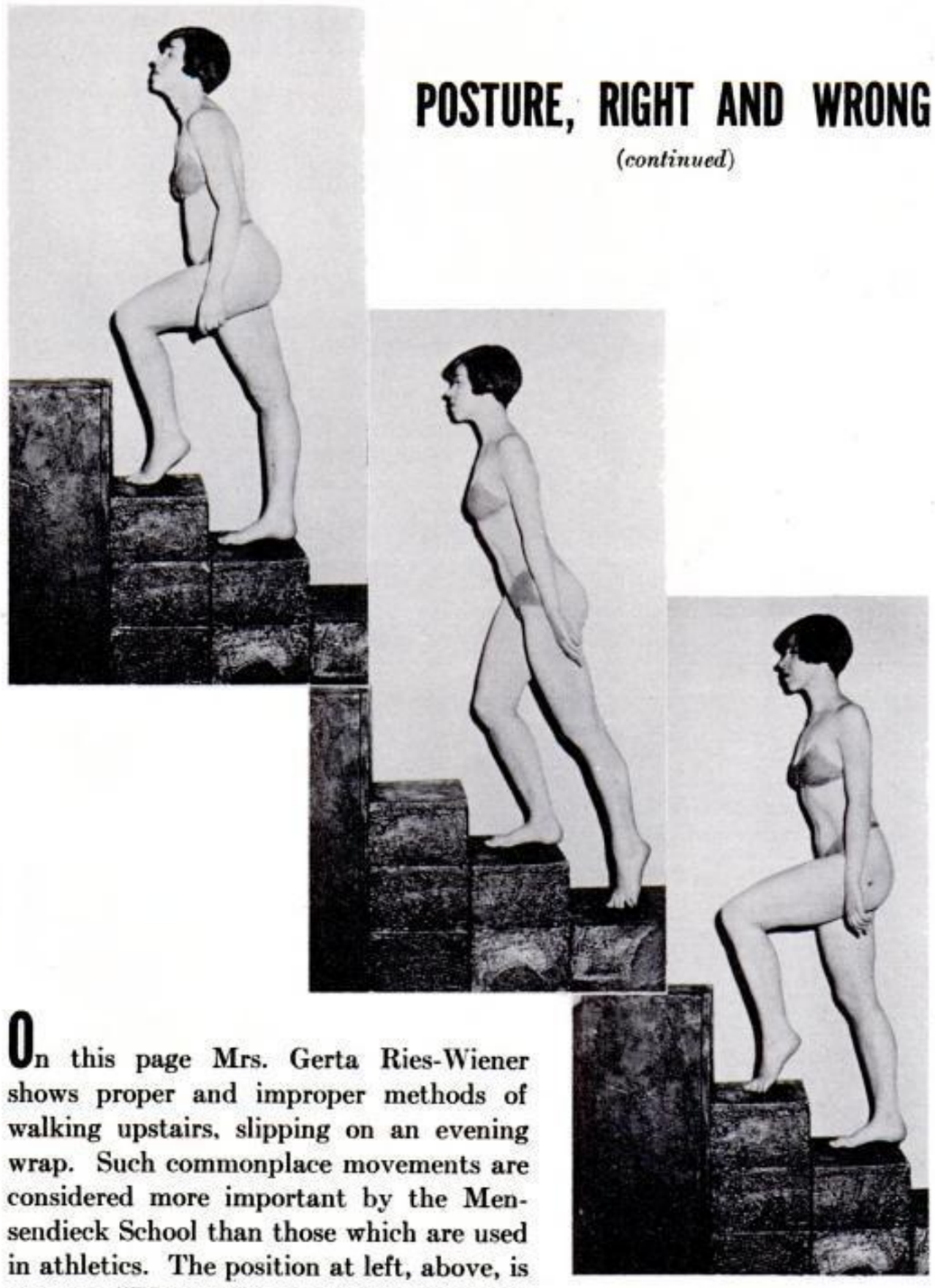
. . . glass floors. This trend is most pleasing to the Owens-Illinois Glass Company, which relies on Sinclair lubricants. Sinclair's vast experience . . .



. . . in lubricating industrial machinery, great airlines, and millions of motor cars stands back of the Sinclair dealer who lubricates your car. Keep your car Sinclair-lubricated.

POSTURE, RIGHT AND WRONG

(continued)



On this page Mrs. Gerta Ries-Wiener shows proper and improper methods of walking upstairs, slipping on an evening wrap. Such commonplace movements are considered more important by the Mensendieck School than those which are used in athletics. The position at left, above, is wrong: "The weight is not transferred in proper sequence . . . the act lacks springiness and rhythm." The next two stair photographs demonstrate correct technique, with "the right distribution of the body masses." The evening wrap procedure at right, frowned upon by Dr. Mensendieck, reveals "a needless participation of the trunk in the movement." Below you see an evening wrap being put on with charm and authority. "If the work of slipping on a garment is made to devolve chiefly upon the arms, the architecture of the body will not be impaired."





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THE ACCOUNTING PROBLEM OF THE DAY

It may mean revising present methods rather than scrapping them

SCARCELY was the ink dry on the Social Security Act when business of all kinds and sizes began to take advantage of Monroe Figuring Service, for Monroe has machines to handle the whole range of payroll accounting, from compiling the original figures, through every step to writing and signing the final pay check.

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Before taking any steps to revise your present systems, it will pay you to talk to a Monroe representative who can bring to your individual problem the experience of a Nation-Wide Figure Service built up over the past quarter century. Get in touch with the nearest Monroe branch, it entails no obligation. Or mail coupon.



Social Security Payroll Bookkeeping Machine

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Please send me information on Social Security Accounting.

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Shaving Oddities

NO. 4



EARLY SHAVING FAN!

SCIPIO AFRICANUS—FIRST ROMAN GENERAL TO DEFEAT HANNIBAL—WAS ALSO ONE OF THE FIRST TO INTRODUCE SHAVING IN ROME. GEM MICROMATIC RAZOR IS THE FIRST TO INTRODUCE GENUINE COMFORT TO SHAVING!



BEARD AS BATTLE FLAG!

FREDERICK BARBAROSSA WAS KNOWN AND NAMED FOR HIS FLAMING RED BEARD WHICH SERVED AS A RALLYING STANDARD IN BATTLE. WHEN YOU FIND SHAVING A BATTLE, SWITCH TO THE GEM MICROMATIC RAZOR AND BLADES WHICH WHIP THE FIERCEST BEARD.



PORTABLE BARBER SHOP!

MANY CHINESE BARBERS CARRY THEIR BARBER SHOPS ALONG WITH THEM. IN YOUR GEM BLADE AND RAZOR YOU HAVE A PORTABLE BARBER SHOP OF YOUR OWN, ALWAYS READY TO GIVE YOU THAT EFFORTLESS "MASTER-BARBER" SHAVE!





LADIES PREFER...!

IF YOU WANT THAT CLEAN-SHAVEN LOOK WHICH WOMEN ADMIRE, SWITCH TO THE GEM RAZOR! IT IS PRECISION-BUILT TO HANDLE PERFECTLY GEM 50% THICKER BLADES WHICH ARE STROPPED 4840 TIMES TO EDGES OF INCREDIBLE SHARPNESS. THEIR SHADOWLESS SHAVES KEEP YOUR FACE NEAT ALL DAY! PROOF IN COUPON BELOW!



STRANGER THAN FICTION!



IT'S STRANGE THAT ANY MAN SHOULD PUT UP WITH NAGGING, CHIN-SCRAPING RAZORS WHEN THERE'S GEM TO PUT A SMILE IN EVERY SHAVE! EXCLUSIVE GEM FEATURES COST US $660,000. ONE-PIECE CONSTRUCTION; FACE-FITTING BEVEL WHICH COMPELS YOU TO USE MASTER-BARBER'S STROKE; NO OTHER RAZOR HAS THESE ADVANTAGES. GET A $1.00 GEM RAZOR WITH 5 BLADES FROM YOUR DEALER. OR SEND COUPON BELOW FOR SPECIAL 25¢ PROOF OFFER!

---------SPECIAL "PROOF" OFFER---------

Gem Division, American Safety Razor Corp.
Dept. LE41, Brooklyn, N. Y.

Please send me special "Proof" set containing 1 single- and 1 double-edge Gem Blade AND THE REGULAR $1.00 CHROME-PLATED GEM RAZOR. Here's my quarter (stamps or coin).

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(If you live in Canada, write Mutual Sales Co., 436 Wellington St., W., Toronto, 2, Canada)

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GEM MICROMATIC RAZOR and BLADES

FOR PERFECT SHAVES—USE A GEM IN A GEM!

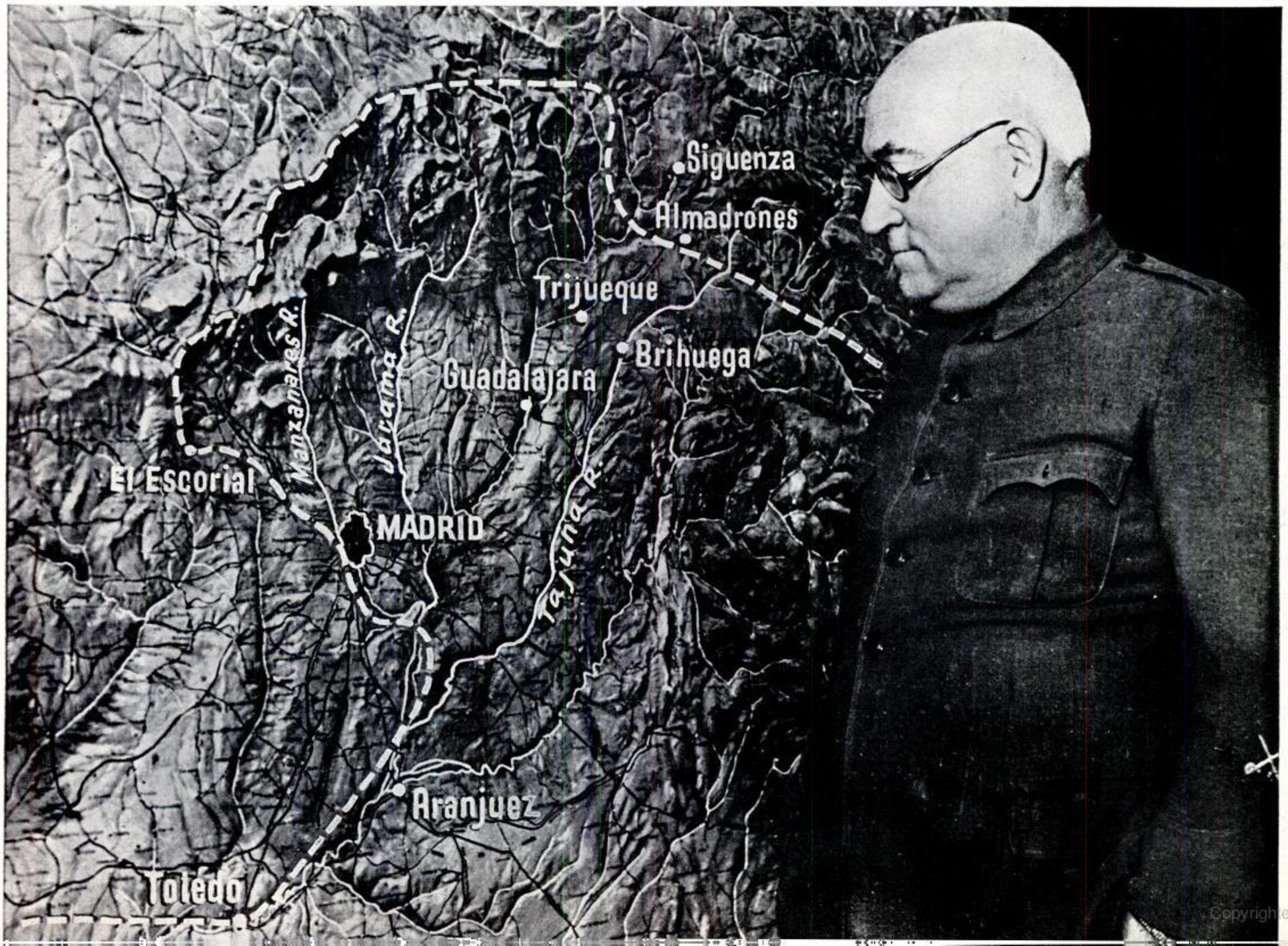
A razor that's clever, a blade that is keen; hitch your shaving to Gem for a face that is clean!

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THE CAMERA OVERSEAS:

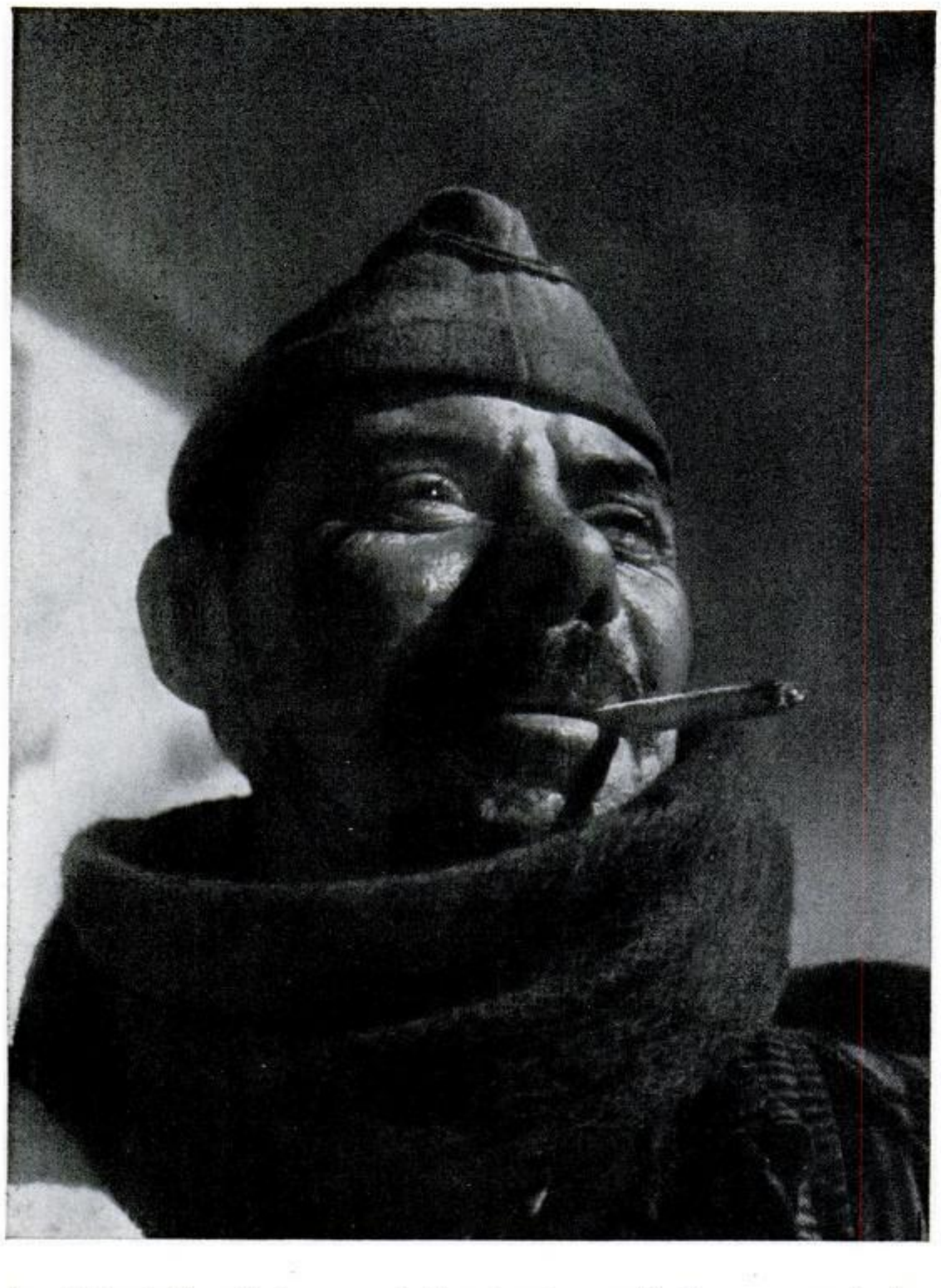
ITALIANS ON THE MAP OF SPAIN

The thoughtful soldiers are Italians captured by the Spanish Government in its first great victory of the Civil War, the Battle of Brihuega. Centre with a black scarf is Major Luciano d'Inino who first admitted that there were 80,000 Italians in Spain. Flanking him are two Italian lieutenants, of whom the one on the left, Gaetano Boruso, alone admitted that he had come to Spain to fight for Fascism. The men all claimed they had volunteered for labor in Ethiopia at $1.00 a day; that the entire Brihuega army of some 15,000 was Italian. Below is a relief map of central Spain and the chief of the Madrid Defense Junta, General José Miaja. The white line marks the battle line as of April 1. The Rebels had almost reached Guadalajara before the appalling rout of March 13–24. The Rebels are now attacking west of Madrid; the Government in the Guadarramas, at El Escorial, toward Siguenza and east of Toledo. Neither side knows just how secure are its flanks in the Guadarrama Mountains north of Madrid.



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THE CAMERA OVERSEAS: SPANISH LOYALISTS LEARN SOLDIERING FROM POSTERS



Last July, the Spanish Army revolted against the people's Government. Against the Army, the Government threw an untrained, riotous rabble. An unbroken sweep of Rebel victories ended when the Rebels were stopped in November outside Madrid. In the five months since then the rabble has transformed itself into a real Army, as did the French rabble of 1792 and the Russian rabble of 1918. Between attacks, dugouts are classrooms. Government schools train "officers" in two months. Barbershop, shower bath and disinfectant trucks patrol the lines. The rabble obeys its officers. But the most potent lessons have been taught the illiterate Spaniards by the instructive posters shown on these pages.



This poster warns Spanish soldiers against venereal disease thus: "A woman can be an enemy. Beware of her. Wash and use preventatives. Or better still, abstain."

"Cut your hair," the poster at right is captioned. "You will be more hygienic and more comfortable. Only the bugs will lose out."





"Don't drink unsanitary water. It is better to be thirsty than to have typhus," is the Spanish Government's warning to its soldiers against the sewage-filled rivers of Spain.

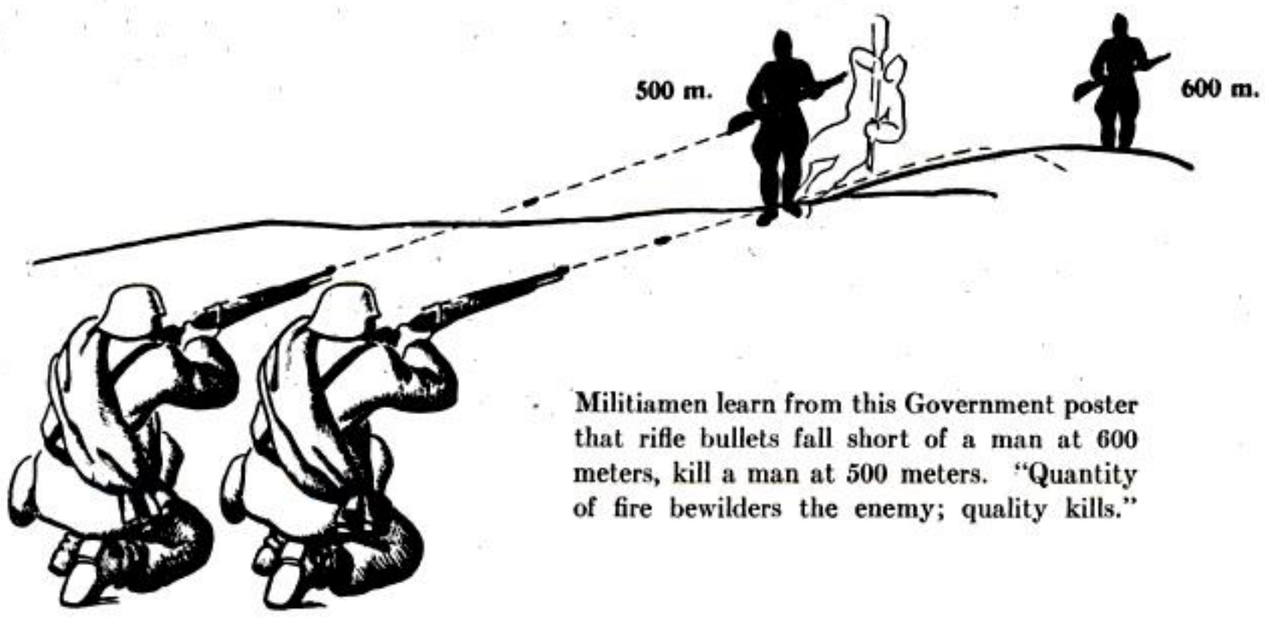


"Vaccination is the best weapon. Do not refuse it. Victory depends upon small details," a poster of nurse with hypodermic needle tells Spanish loyalists, ignorant of medicine.

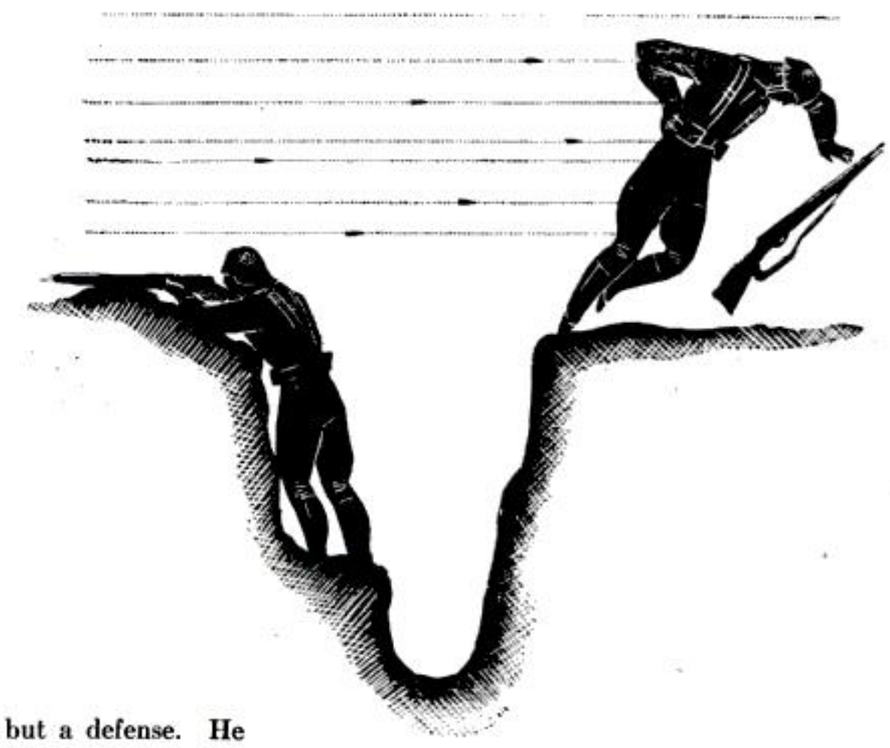
The Propaganda Commissariat at Barcelona shows that it has neglected nothing of what a good soldier should know. Says this meticulous poster: "Pay careful attention to small foot sores. The most troublesome of all. The most easily infected."



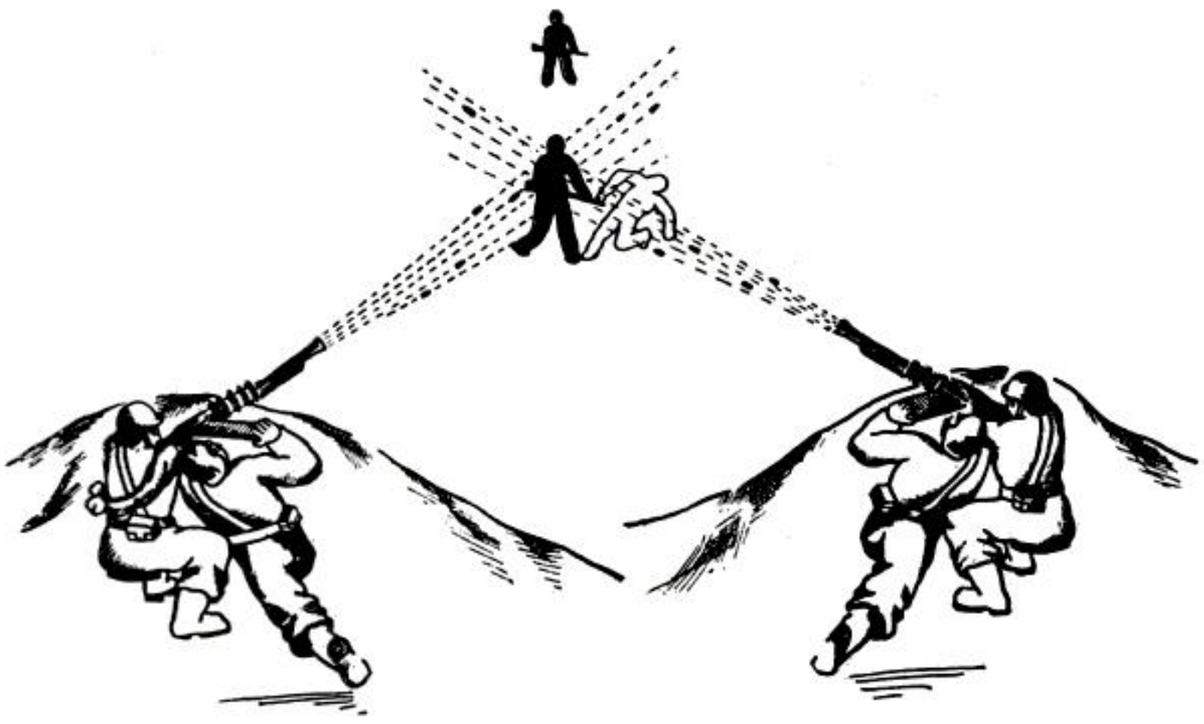
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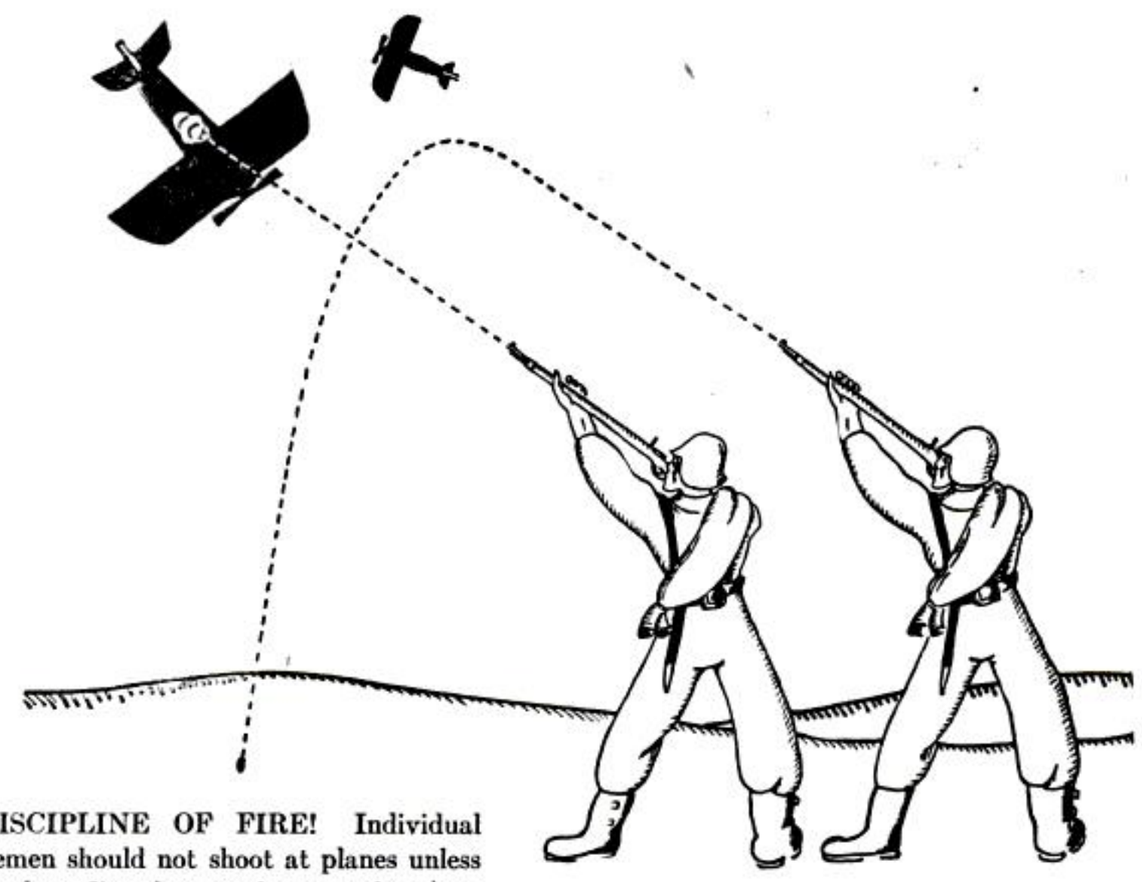
Militiamen learn from this Government poster that rifle bullets fall short of a man at 600 meters, kill a man at 500 meters. "Quantity of fire bewilders the enemy; quality kills."



"A trench is not a tomb but a defense. He is not brave who stands up, but rather he who protects himself in order to be of greater use. And cowardice is much the same as treason."

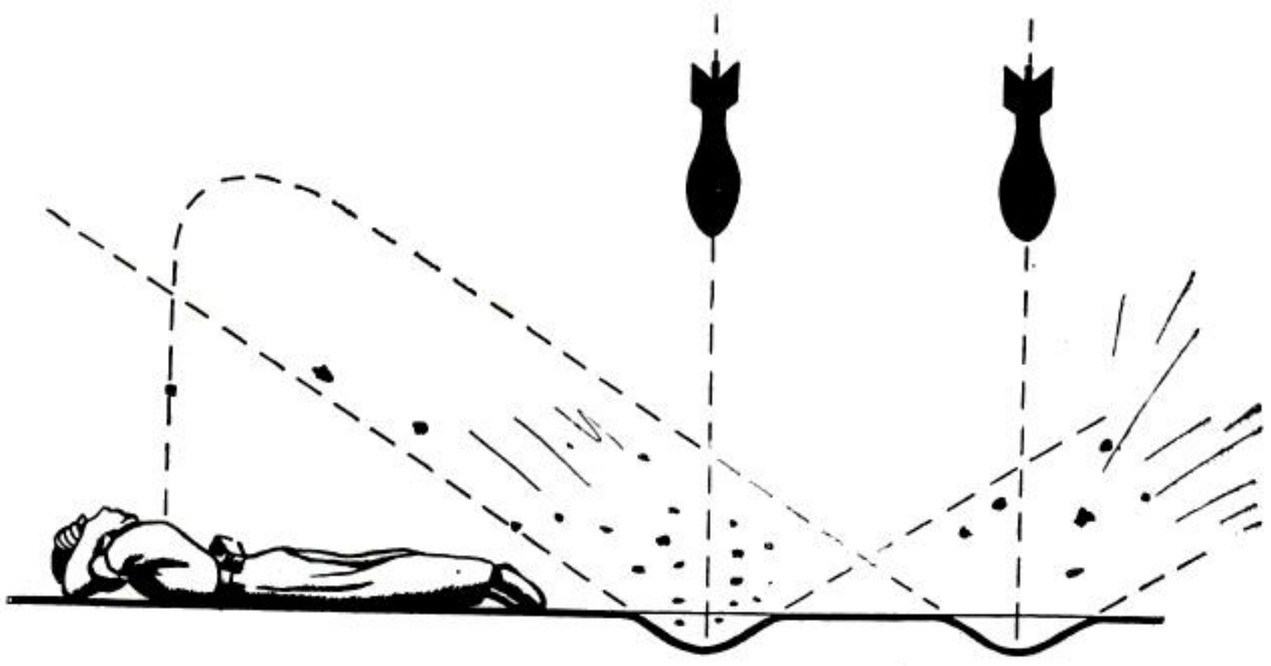


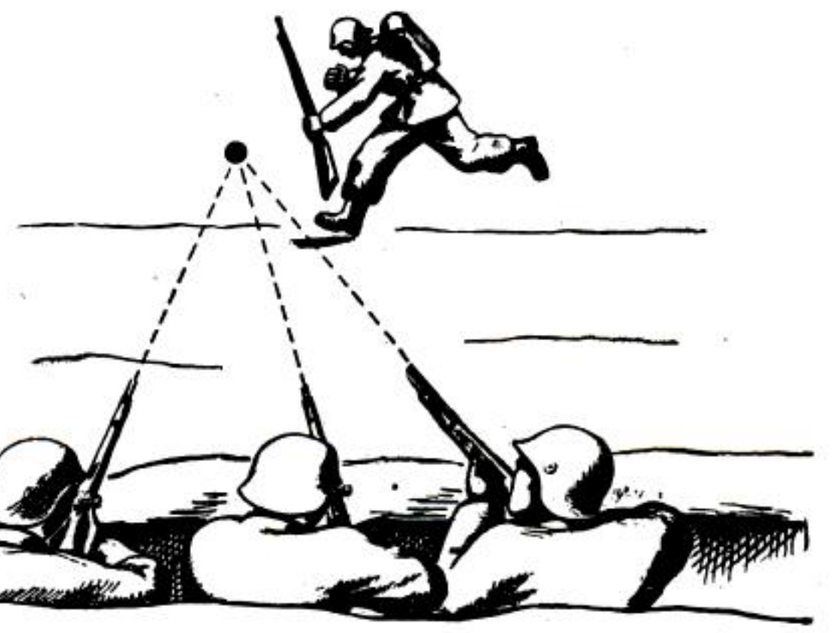
This vivid object lesson on the effect of cross fire adds: "Machine guns are useful at 500 yards against objectives the size of a squadron; at 1,000 yards against objectives the size of a company; useless over 2,000 yards."



"DISCIPLINE OF FIRE! Individual riflemen should not shoot at planes unless the plane flies close to the ground to machine-gun troops. Stray firing only betrays to the enemy the position of our forces."

"Against bombs, you should neither shoot nor run. One is useless, the other suicide. Protect yourself as the picture indicates. Shrapnel flies upward. The picture shows that little danger exists if you remain stretched out on the ground. Running signals the position of our forces."





"When a target is in motion it is necessary to calculate its speed and the speed of the bullet." Thus the Spanish Government instructs in the fine points of modern mechanized killing an awakening proletariat that until nine months ago knew only the knife and the bullfighter's sword.

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THE CAMERA OVERSEAS: MUSSOLINI FINDS A ROMAN CITY IN THE SAND

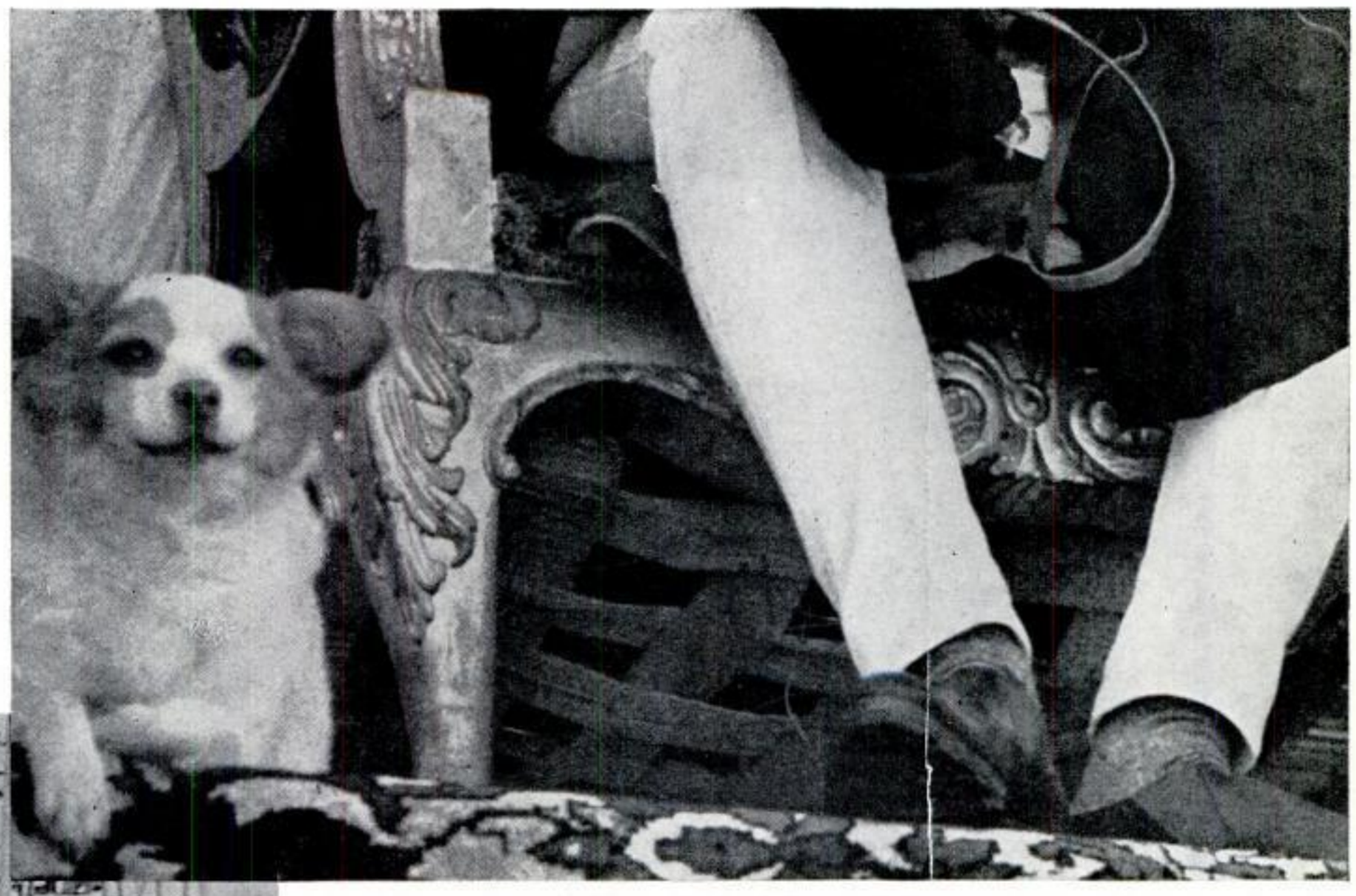


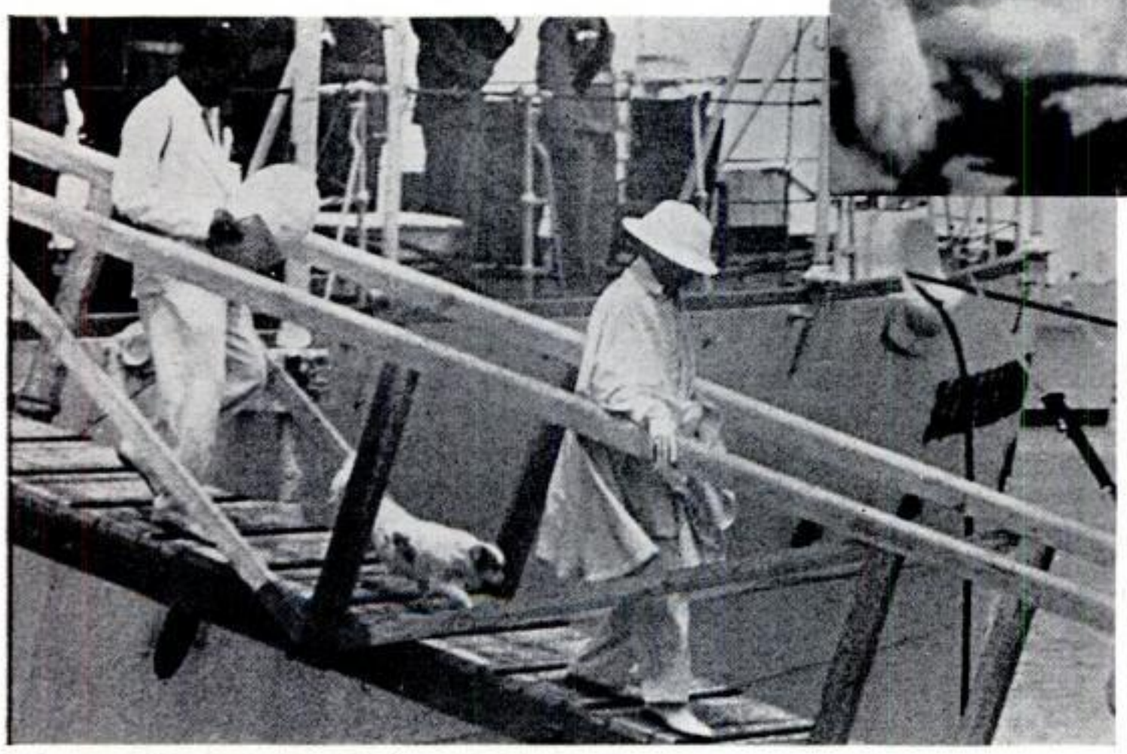
These superb ruins looking down on Benito Mussolini & Staff are not in Italy. They are in North Africa, in the beautiful skeleton city of Leptis Magna that modern Italian rule has dug out of the 1,500-year-old "walking sands" of Italian Libya. Shown above is the reassembled Basilica of the Caesars, built by Romans of yellow Numidian marble, graved with exquisite flower, animal and human forms. Far finer and bigger than Pompeii, Leptis Magna, now rising out of a desert that was once rich and fertile land, was first built by the Phoenicians 3,000 years ago, overrun by Arabs in the 4th Century, visited by Mussolini March 20 at the end of his Libyan trip (LIFE, April 5).

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THE CAMERA OVERSEAS: HAILE SELASSIE GETS HIS LULU BACK

A dumb spectator of the great tragedy of Ethiopia's Emperor Haile Selassie was his well-loved dog Lulu. This little papillon was given him in happier days by Italy's King Victor Emmanuel. She attended all Ethiopian Cabinet sessions, barked without reproof, sat beside the Throne (*right*), followed the Emperor into exile last May. The cold, suspicious Emperor was genuinely fond of Lulu. But he was obliged to leave her in Jerusalem with the Empress when he left for England. Soon afterwards Lulu was run over by an automobile, said to have been driven by an Italian. Last September, Haile Selassie tried three times to get his pet past the strict British immigration officials, the third time succeeded. Since then Lulu has been held in British quarantine. On March 22, she was finally returned to the Emperor.



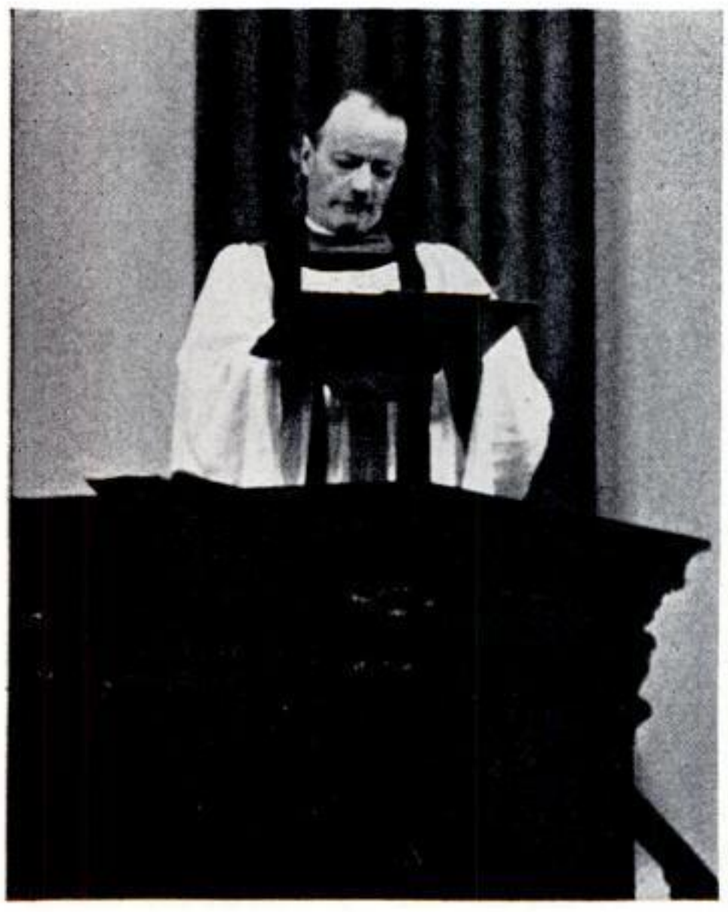


Lulu trotted down the gangplank into exile behind defeated Emperor Haile Selassie last May. The British Cruiser *Enterprise*, shown above, carried the Emperor, Lulu and entourage from Djibouti in French Somaliland to the Palestine port of Haifa. The attention the Emperor lavished on loving Lulu is evidenced by the dog's natural habit of following at his heels.



At her Emperor's feet, beside the Throne, Lulu was once privileged to look down on the Moslem and pagan subjects come for justice to their Christian Emperor. Notice the webbing under the ex-King of Kings' Throne.

In British quarantine Lulu got her last meal March 22 before being returned to her owner. She is of the less fashionable droop-eared variety of Butterfly Dog, named for the butterfly-like ears of the prick-eared variety.





Because Haile Selassie was a Christian, ruling his African empire in Christ's name, the Church of England on March 18 held a requiem service for vanquished Ethiopia in London's St. George's Church (*right*). The swarthy Emperor is seen at right. Praying at left is the Dean of Winchester, Dr. Edward Gordon Selwyn, who presently arose (*above*) and called Mussolini a "madman" and a "superhuman evil spirit." Five days later Mussolini publicly cursed back.

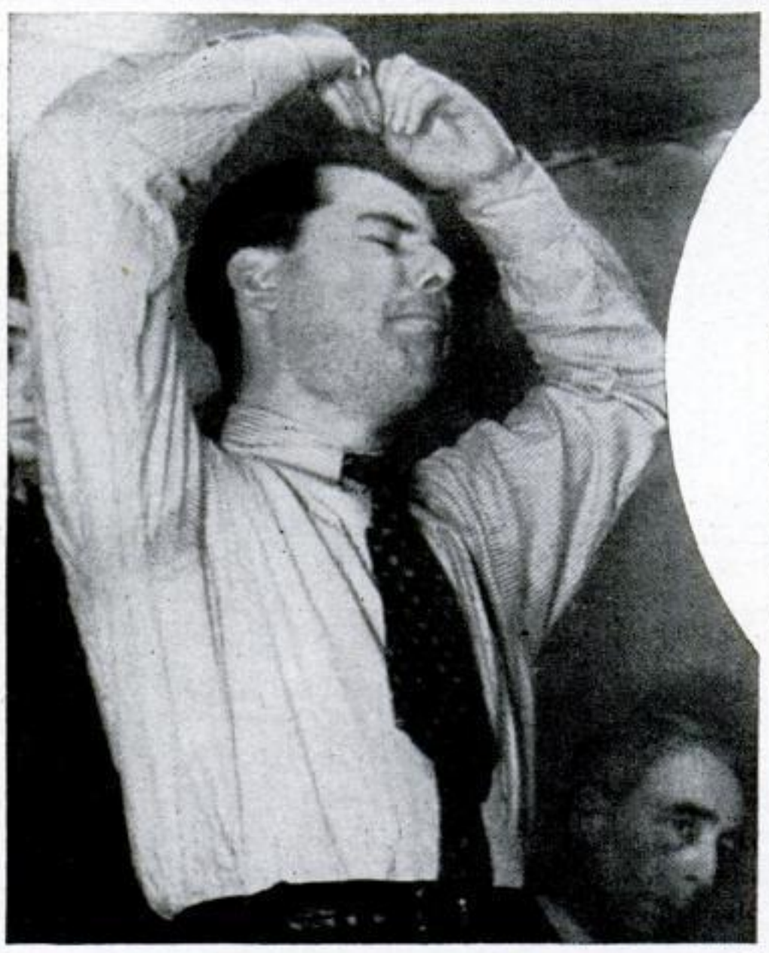
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THE CAMERA OVERSEAS: BELGIANS CHOOSE BETWEEN A FASCIST AND A DEMOCRAT



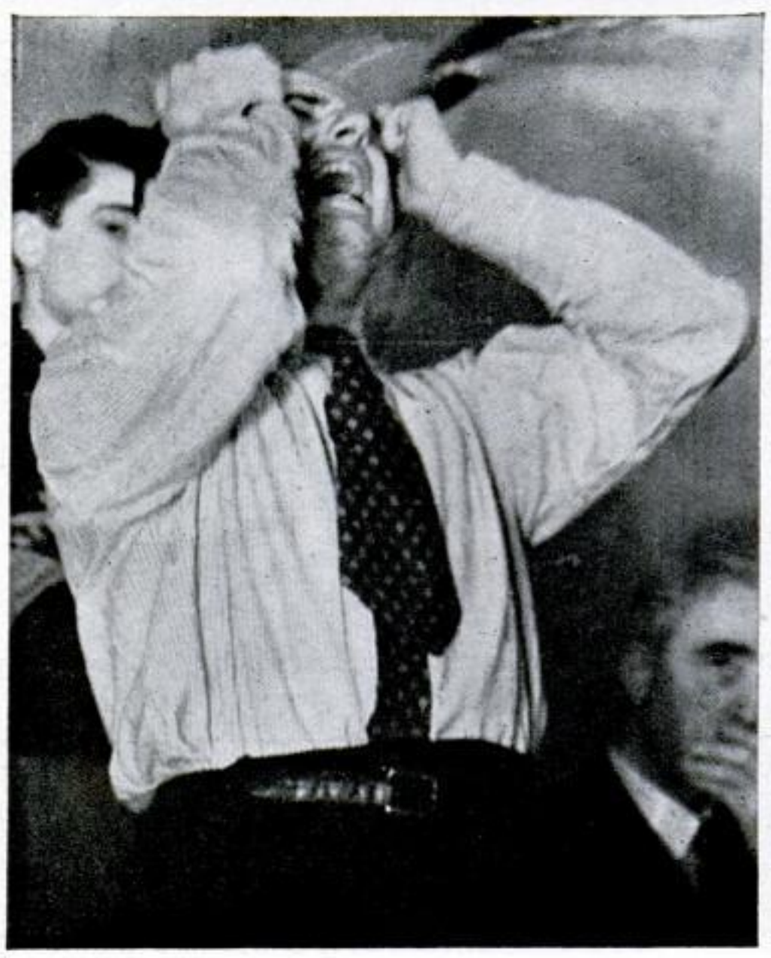


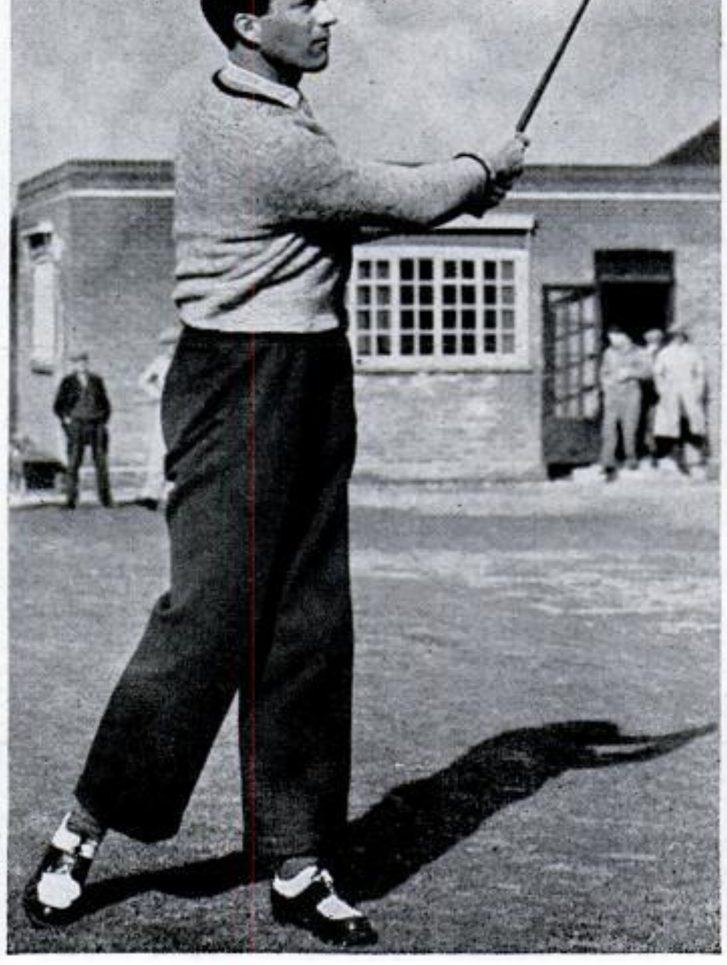




REX vaincra (*above*) means "The King will conquer." But REX is not Belgium's King Leopold III shown below golfing on a foreign-policy-making trip to England in March. REX first meant Christ the King, the heavenly leader of Belgium's one-year-old Fascist party, the REXists. Now it means only the REXists' earthly leader, Léon Degrelle, 30, shown at left. On April 11, the voters of Brussels will choose a deputy. The only two candidates are Degrelle and Belgium's able New Dealish Premier, Paul van Zeeland, shown at right. He will make two campaign speeches, Degrelle 200. If Degrelle loses, as Belgium expects, REX is through for a long time.

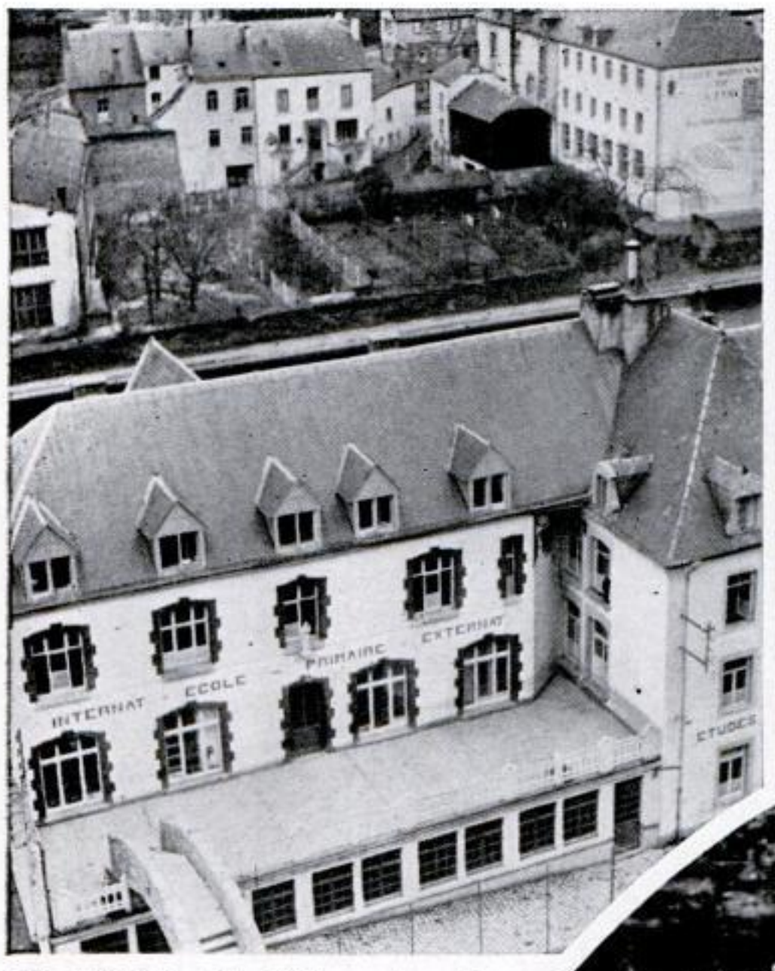








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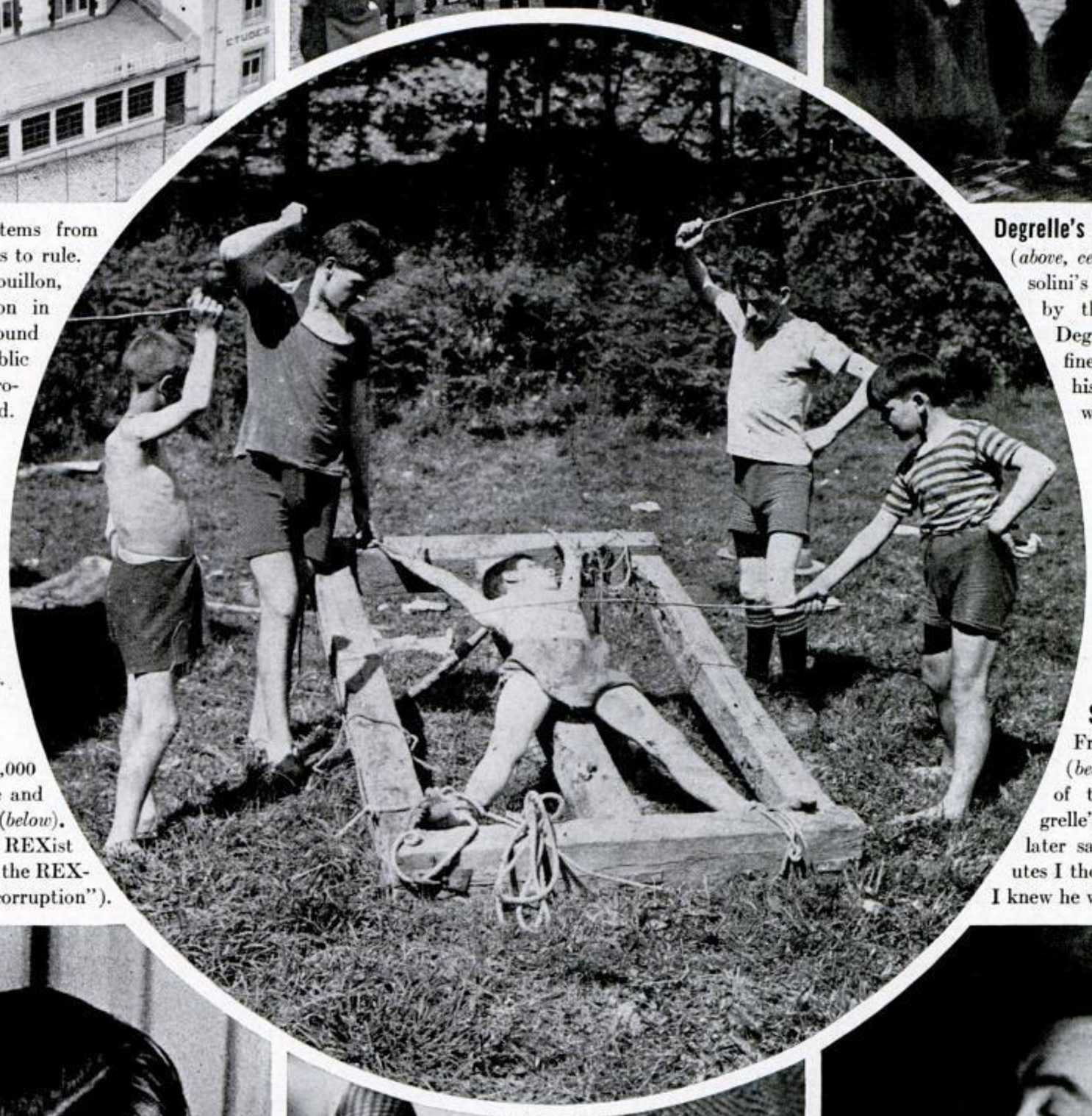


Rex Degrelle, like Hitler, stems from outside the country he proposes to rule. His French father moved to Bouillon, Belgium, in time to sire Léon in the house in the centre background (*above*). Léon attended both public school, upper right, and parochial school in foreground.





Degrelle's March on Brussels last October (*above, centre and right*), based on Mussolini's March on Rome, was smashed by the Belgian police, ended in Degrelle's march to jail, a 30¢ fine. Degrelle was discredited with his lower-middle-class followers who disapprove street brawls.



The spread-eagled boy at right is Léon Degrelle who preserved this posed picture of himself proving to his gang that he could take plenty of punishment. His REXists today believe in discipline, order and Degrelle.

At only 30, Degrelle has 200,000 followers, a pretty French wife and Daughters Chantal and Anne (*below*). On his lapel can be seen the REXist crown device (*below, centre*) and the REXist broom ("to sweep out corruption").

Socialism in France scared French Rightist Deputy Henriot (*below*) into broaching an alliance of the French Rightists with Degrelle's Belgian Fascists. Henriot later said of Degrelle: "For 15 minutes I thought he was a great man. Then I knew he was crazy and REXism a joke."







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Siesta

for TERRACE GARDEN SOLARIUM

Siesta Furniture with all its ruggedness and its weather-proof upholstery has a delicacy of design and grace that qualifies it for the most beautiful of gardens, terraces or solariums. The square metal work has character only found in the finest of hand wrought craftsmanship costing double. Although white is usually preferred, it also comes in this season's many smart colors; table tops crystal or colored glass.

Write for booklet and the name of your nearest dealer.



ROYAL METAL MANUFACTURING CO.
Michigan Boulevard at 11th Place
CHICAGO
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Royal

"Metal Furniture Since '97"

Private Lives



THE REIZO HAYASHIS

Reizo Hayashi is a lieutenant in the Japanese Army. His father is the Premier of Japan, militaristic General Senjuro Hayashi. Tenko Koizumi is the daughter of Kyoji Koizumi, major general in the Japanese Army. It was only fitting, therefore, when this son of a general married this daughter of a general, that the ceremony should take place in the Army Club in Tokyo. The groom wore full uniform.

A few days before last Christmas, Mrs. **Ed Wynn,** wife of the comedian, filed suit for separate maintenance. She wanted $3,500 a week because her husband, she charged, abused her and kept her a virtual prisoner while misconducting himself with a chorus girl. Ed Wynn broke out in a hurt 47-page reply to his wife's charges, telling the sad tale of his married life. His wife, he said, was an incurable dipsomaniac who was thrown out of hotels and night clubs, made his home life miserable, once forced his nine-year-old son to flee the house before her haranguing Irish tongue. He claimed he spent $250,000 in vain attempts to cure her. A Jew himself, he even prevailed on Monsignor Lavelle to try to turn his Catholic wife into better ways. Broadway, long aware of the "Perfect Fool's" private tragedy, hoped he would be spared further trouble. He apparently will. Some settlement having been reached, Mrs. Wynn is now in Reno to get a divorce. She will resume her maiden name of Keenan, name of her famed oldtime actor-father, Frank.

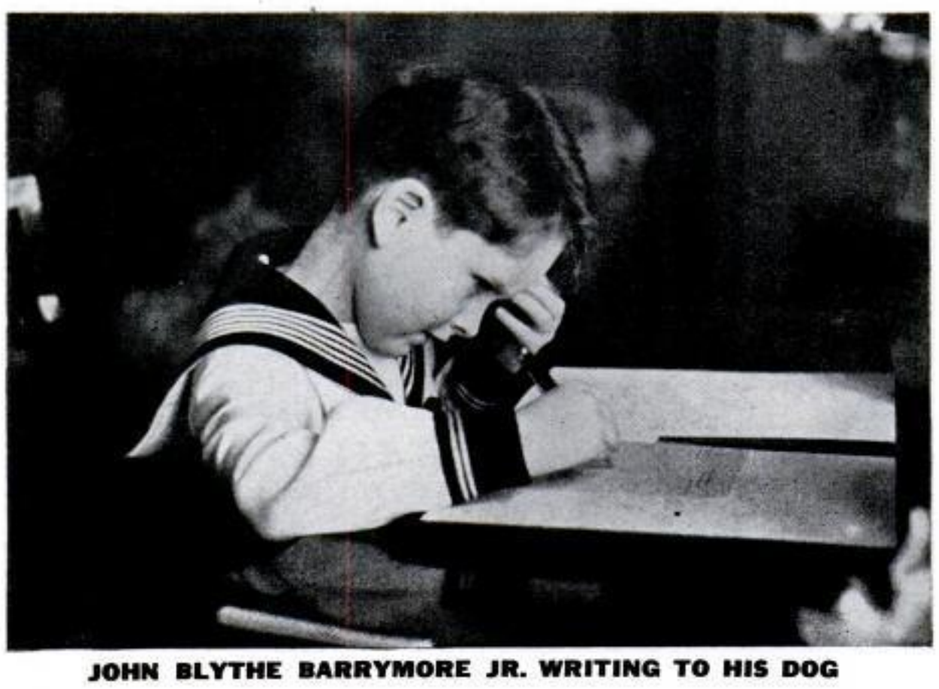
John Blythe Barrymore Jr. is four years old, the second child and first son of John Barrymore and his now-divorced wife, Dolores Costello. With actors thickly strewn in his family line (Barrymores were actors before John acted and Costellos were actors before Dolores was born) young John Barrymore had no trouble doing a neat acting job for an English cameraman who recently took pictures of him writing a letter to Bob, his pet dog in California.

Because her father, Field-Marshal Lord Milne, is Constable of London Tower, the Hon. Joan Claire Florence **Milne** was married recently in the chapel of the Tower and walked



MRS. WYNN AND LAWYER

out of chapel with her groom, James Hart **Rutland,** under the crossed halberds of the uniformed warders of the Tower. The Constable of London Tower used to live in the Tower and be warden of its dread prison. Today his title is honorary, given to some high-ranking military man. He is nominally commander of the forty Yeomen Warders, or Beefeaters, who wear their picturesque Tudor uniforms while escort-



JOHN BLYTHE BARRYMORE JR. WRITING TO HIS DOG



...RAW EGG AND A LITTLE

LEA & PERRINS

WE'RE not for one moment suggesting that you'll need Lea & Perrins in a pick-me-up *every* morning! But not a day will pass that you won't find some use for this famous sauce—the *original* Worcestershire, the choice of fine chefs everywhere. For Lea & Perrins is the perfect seasoning. It brings out fully but delicately the natural flavor of food itself. Appetizers, meats, sea food, soups, sauces, salad dressings — each fairly cry aloud for a dash of Lea & Perrins to bring out *all* their own delicious, natural flavor. Turns a plain cook into a *cordon bleu*. Try it on *your* cook and see.

A Grand Book—Free

Recipes for 140 zestful, palate-titillating dishes. Cocktails and canapes, relishes, entrees, divine sauces, sea food suggestion, glorified sandwiches, hot dishes for the buffet supper, easy but elegant things to prepare on the maid's night off. Yours for the asking—just write to Lea & Perrins, Inc., Dept. 244, 241 West Street, N.Y.C., for a copy of "Success in Seasoning."

IF YOU HAD A FIRE



Could you recall EVERY ITEM THAT WAS DESTROYED?

Your fire policy states that a complete list of destroyed property must be filed with the insurance company before settlement can be made. Many home owners have lost hundreds of dollars because they did NOT have a "room by room" inventory of their property. In case of fire, could you remember every item in your home? « « «

FREE! "Household Inventory" a convenient record book for listing each item in your home, room by room. A post card will bring your copy.



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BOX 70 VAN WERT, OHIO
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QUICK AS A FLASH
This "makes sense" to men. With the Talon slide fastener, one easy pull—and your trousers are opened or closed!



YOU KNOW YOU'RE O. K.
Nothing to forget! When you close your trousers with the Talon fastener, you *know* they are closed.



NO MORE OF THIS
The small Talon fastener outlasts your suit. Nothing to break off!

"*Greatest Thing* they ever did to Pants!"





Yesterday's way... Five fastenings instead of one. Often causing gaps that grow worse as suit grows older.



Today's way... One closure. Neater. Better fit. With the Talon fastener, perfected *expressly* for trousers!



LOOK! IT LOCKS
Examine the Talon fastener carefully. Notice that it *locks* at top when closed. Bend it. Flexible as fabric! Invisible when closed. Yet cannot catch underclothes. Pressing or dry cleaning does not harm it!

IT'S WINNING AMERICA! 12,000,000 MEN WEAR **TALON** FASTENERS ON TROUSERS

Reg. U. S. Pat. Off.

Today millions of men look for the Talon slide fastener on the trousers before they try on the coat of a new suit.

This might surprise you. Yet it's a fact. Once you've enjoyed the amazing ease and speed and security of the Talon trouser fastener, you'll never bother with the old-type fly again!

Introduced in custom-made suits, this *extra value* now comes in clothes of all prices. Ask for the Talon trouser fastener on your next suit!

HOOKLESS FASTENER CO.,
MEADVILLE, PA.

TRY THE **TALON** *SLIDE FASTENER ON YOUR NEXT SUIT— AND YOU'LL NEVER GO BACK TO THE OLD WAY*

Reg. U. S. Pat. Off.

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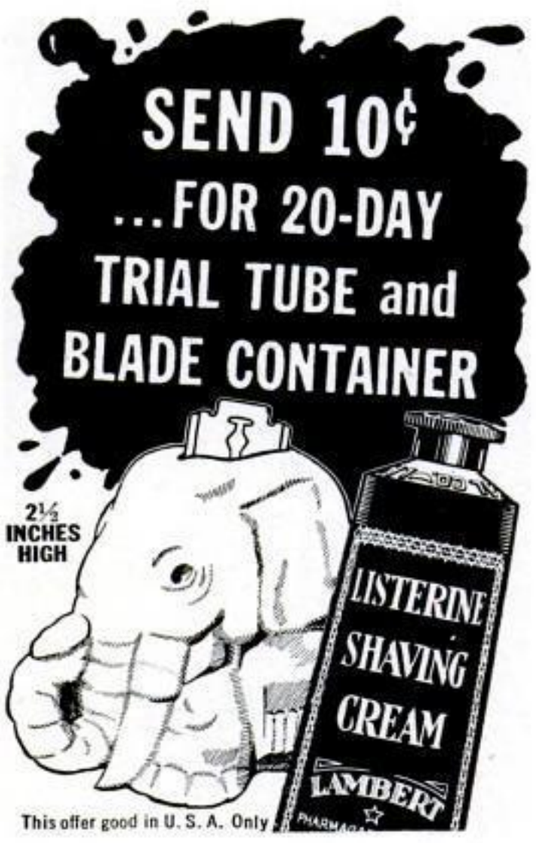


PRACTICAL

Business men like The La Salle. Its rooms, its food, its rates. In the center of everything, a short walk to all important office buildings, banks, courthouses, retail and wholesale districts. Rooms and suites—newly furnished to a detail—the utmost in comfort. Restaurants, coffee shop, bars, the barber shop—as smart as they come. Theatres and movies nearby—or La Salle's new Blue Fountain Room is perfect for evening entertainment. Chicago's newest hotel—with service *foremost in friendliness!*

LA SALLE HOTEL *Chicago*
"FOREMOST IN FRIENDLINESS"

SEND 10¢ ...FOR 20-DAY TRIAL TUBE and BLADE CONTAINER



To get you to try Listerine Shaving Cream, we make this unusual bargain offer——Used-razor-blade container of genuine porcelain, designed by Esquire Magazine sculptor, Sam Berman . . . and 20-day trial tube of Listerine Shaving Cream . . . both for 10¢, which barely covers cost of packing and mailing.

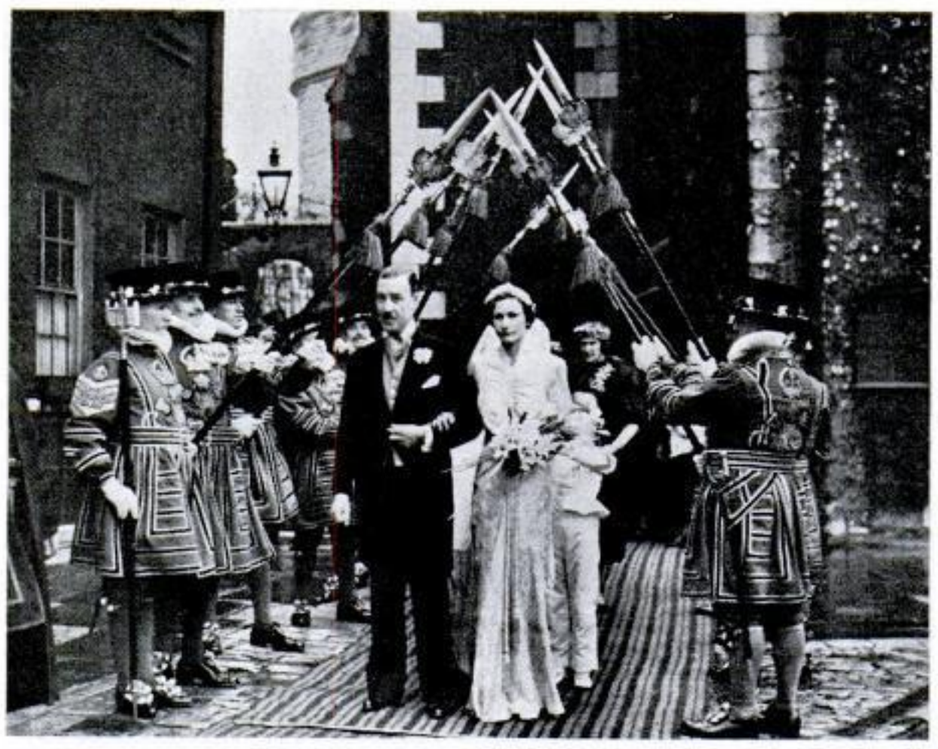
Listerine Shaving Cream is great for tough beards and tender skins. A half-inch billows into a face-full of soothing, beard-wilting lather. Leaves face cool, smooth, and eased. The regular 25¢ size is a giant tube good for 104 good shaves.

Send 10¢ in coin to get your 20-day trial tube and porcelain used-blade container. It's a big bargain!

LAMBERT PHARMACAL CO., 2120 Locust St., St. Louis, Mo.

LISTERINE SHAVING CREAM

Private Lives (continued)



JAMES RUTLAND, HIS BRIDE, JOAN MILNE, AND BEEFEATERS

ing tourists around the Tower. In 1901, out of deference to the beard of Edward VII, all Yeomen Warders grew beards and assumed the distinction of belonging to the only bearded corps in the service of His Majesty the King. But last summer, His (beardless) Majesty Edward VIII gave them permission, at their request, to shave off their beards.

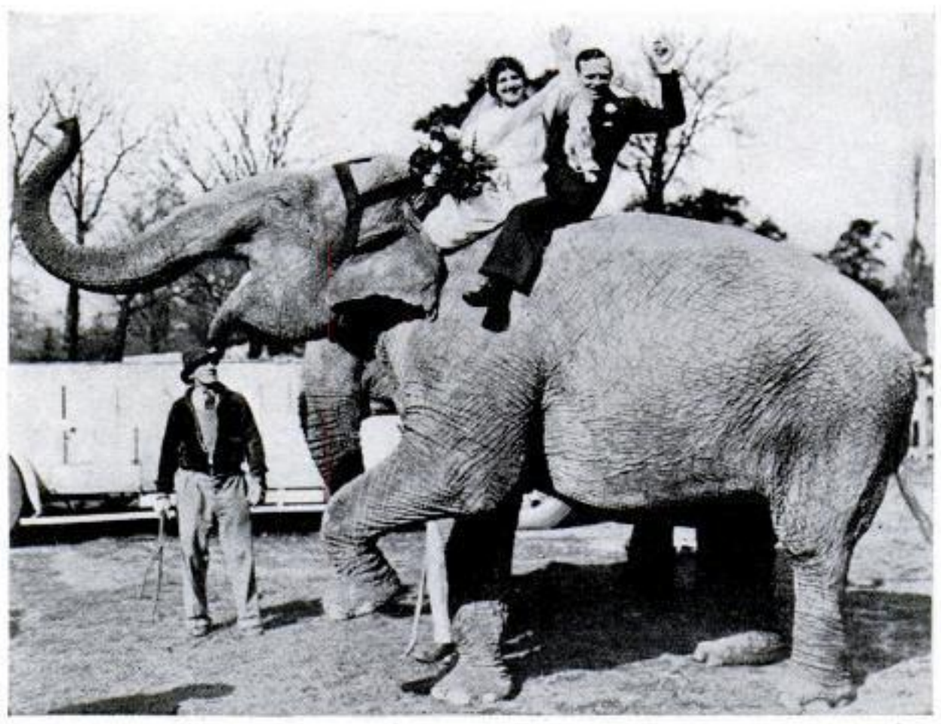
Andrew Carnegie once told his wife that no lady ever lets herself get



MRS. ANDREW CARNEGIE

caught in the limelight and **Mrs. Carnegie** has remembered her husband's remark so well that she almost never poses for photographs. A kindly lady, she has been known to call up newspaper editors and explain apologetically that it was her fault, not the photographer's that the photographer was returning to the newspaper office without her picture. But when she arrived from South America a few days ago, Mrs. Carnegie stepped cautiously into the limelight, permitted ship-news cameramen to take her picture. One of the richest women in the world, Mrs. Carnegie has been a widow since 1919. She married the late steel master when he was 52, she only 28.

Cecily Rosaires' father is not the Constable of London Tower like lucky Joan Milne's father (*see above*). When Cecily got married recently in Billericay, England, Mr. Rosaires could not provide uniformed Beefeaters under whose crossed halberds his daughter and the groom might go off to their honeymoon. Mr. Rosaires runs a small circus so he did the best he could with what he had. He sent Cecily and her groom off on the back of one of his circus elephants. The groom's name according to London dispatches, is **Walter Shufflebottom.**



CECILY ROSAIRES AND HER GROOM, WALTER SHUFFLEBOTTOM

PLASTER FOR PATCHING THAT ANYONE CAN USE

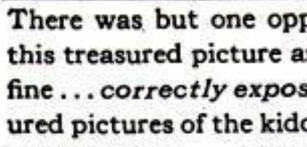


Holes in walls are easy to repair with Rutland Patching Plaster. Makes a perfect, lasting patch.

TREASURED MORE THAN AN OLD MASTER



There was but one opportunity to get this treasured picture and it turned out fine . . . *correctly exposed*. Those treasured pictures of the kiddies . . . of happy vacation days . . . will all turn out fine if you use a WESTON Exposure Meter to determine the correct camera settings. Just point it at the scene or subject, and set your camera accordingly. It's so simple to use, yet it insures correctly exposed negatives indoors or out, and with any kind of camera. See it at all photo dealers, or return coupon for interesting literature.



WESTON *Exposure Meter*

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630 Frelinghuysen Ave., Newark, N. J.
Send literature on WESTON Exposure Meter.

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From the wide sunswept decks to the beautifully appointed public rooms the whole ship is available for your enjoyment. And it's great to have an entire trans-Atlantic liner devoted to your pleasure.

You'll like the friendly, democratic spirit that prevails and once you've sailed with us we are sure you'll become an addict to this modern way to travel.

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THE CAMERA *Sensation* OF THE YEAR



argus CANDID CAMERA

Here's a camera so easy to use—so precise—so versatile that everyone can now take successful pictures.

The Argus banishes the two big handicaps that have ruined millions of pictures taken with ordinary cameras—inaccurate focusing and underexposure.

The Argus employs a highly corrected 2 inch triple-anastigmat f 4.5 lens. This shortness of focus guarantees needle sharp pictures with only two settings—far and near. You can't miss!

Its large f 4.5 aperture permits taking pictures even on dark, rainy days. Shutter speeds, 1/25 to 1/200 second, "T" and "B."

Uses 35 millimeter film—36 exposures in one loading—less than 1 cent per negative if you load your own.

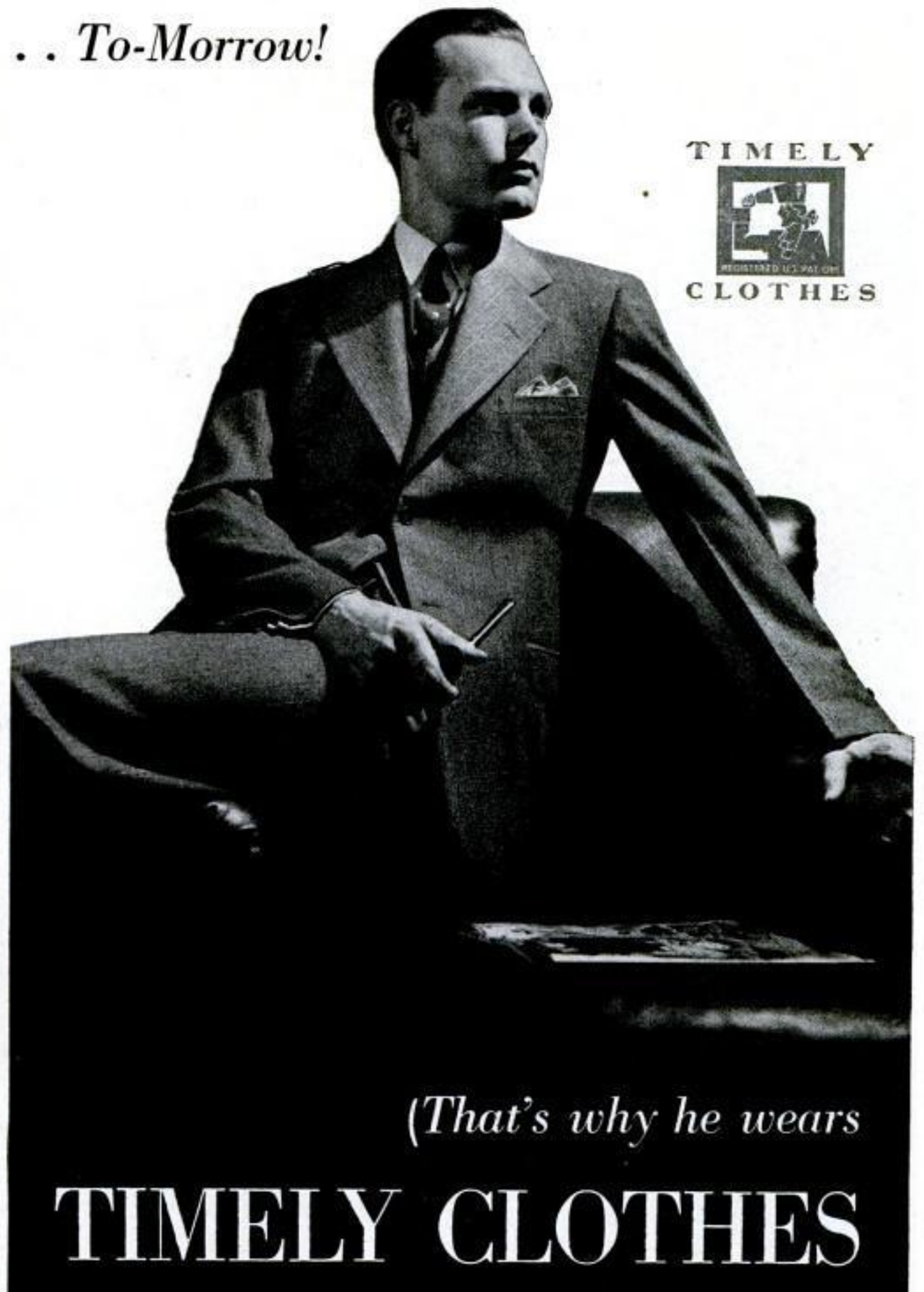
Learn how successfully you can take portraits, news shots, night and stage pictures, and use natural color films with this sensational camera.

At all Camera Shops or write for literature. **$12.50**

A complete line of accessories available

INTERNATIONAL RESEARCH CORPORATION
149 FOURTH AVE. ANN ARBOR, MICHIGAN

EVERYBODY *will know him . . To-Morrow!*



TIMELY CLOTHES

(That's why he wears

TIMELY CLOTHES

. . To-Day!)

This likely young fellow thinks ahead to to-morrow's responsibilities. He's prepared on all fronts – particularly in the matter of dress. Timely Clothes accord him that fit and fresh appearance – that *ready look* when bigger opportunities wait to be filled! And Timely Clothes do not demand much of a man in regard to price. But they offer priceless regard for what sound judgment requires! Fabrics that bespeak *breeding*; cut that betokens *taste*; tailoring that conveys an easy, confident *grace*. To-morrow's leaders require Timely Clothes to-day! Priced thirty to fifty dollars the country over.

Incidentally, hang your clothes properly. Address our Dept. L for new-type, black enamel Timely Wishbone Hanger, enclosing ten cents to cover handling.

TIMELY CLOTHES • Rochester, New York

NEVER BEFORE...A Movie Camera Like This!



ONLY $9.95!

Today more UniveX Movie Cameras and Projectors are being sold than those of *any other make!* There must be a good reason for such a record. And there is!

UniveX Cine "8" is the first fine, precision-built, lifetime movie camera ever offered for only $9.95! And the first movie camera to take movies *at less cost than snapshots!* Thousands couldn't believe their ears when they heard these sensational prices. And thousands could hardly believe their eyes when they saw the sharp, brilliant, theatre-quality movies taken with UniveX.

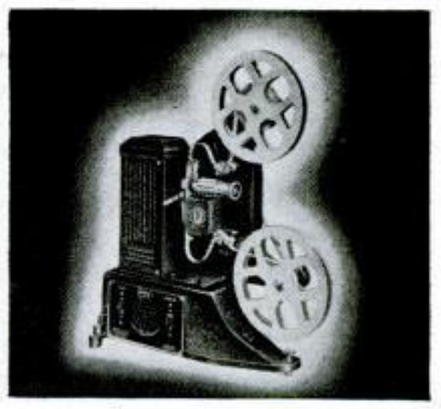
The UniveX Cine "8" is sturdily built for a lifetime of pleasure and enjoyment. It's so compact, it can easily be put into a pocket or held in one hand. There are no complicated gadgets! It is simple to operate—easy to load. Written guarantee! With it, anyone can take sharp, clear, brilliant movies that can be screened up to 34" x 24."

USES 60¢ FILM!

The UniveX Cine "8" is the only movie camera in the world that uses the 30-ft. UniveX Cine Film that costs only 60c and makes as many scenes as 60 feet of 16 mm. film. Just think! Movies for only 6c a scene.

If you haven't yet seen the amazing UniveX movies, ask your dealer for a demonstration. You owe it to yourself and your family to find out how you, too, can take your own thrilling movies—for less than the cost of snapshots!

FREE BOOKLET giving complete details may be secured by writing Dept. 19, Universal Camera Corp., N. Y. City.



Only 8 MM. Projector For Less Than $26

Projects all 8 mm. film including professionally-made movies. 15 minute continuous projection capacity, flickerless movies, and 15 other important features. Complete **$14.95**

Prices Subject to Change Without Notice

UniveX CINE "8"

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RELEASED FOR PUBLICATION: A SWANK EPISCOPAL CHURCH ON NEW YORK'S FIFTH AVENUE IS



THIS IS NOT UPSIDE DOWN. IT IS MANHATTAN'S CHURCH OF THE HEAVENLY REST REFLECTED IN A RAIN PUDDLE ACROSS THE STREET

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PROMOTED WITH THESE PRETTY PICTURES

An imposing modernistic structure on the corner of Fifth Avenue and 90th Street, New York City, is the Protestant Episcopal Church of the Heavenly Rest. Among its fashionable vestrymen are a Morgan lawyer, a Mellon, a Hoppin. Its progressive young rector is Dr. Henry Darlington. Lately famed Cameraman Herbert Matter was permitted to photograph this swank church and some of its services. So excellent were the pictures he took and so up-to-date was the attitude of the vestry that the photographs were made public and are herewith reproduced as a striking example of what a good cameraman can do with a good church. Thus, without any loss of dignity, is the Church of the Heavenly Rest worthily promoted to the satisfaction of its congregation and the pleasure of the public.



Organist Harold Genther, playing hymns during the Sunday service, is surrounded by eight mirrors placed at oblique angles in which he can plainly see how well the choir is doing.



Choir Mother Mrs. E. Wadsworth Hotchkiss gives a final authoritative pat to the flowing black silk tie of one of the Church of the Heavenly Rest's 35 well-trained choirboys.

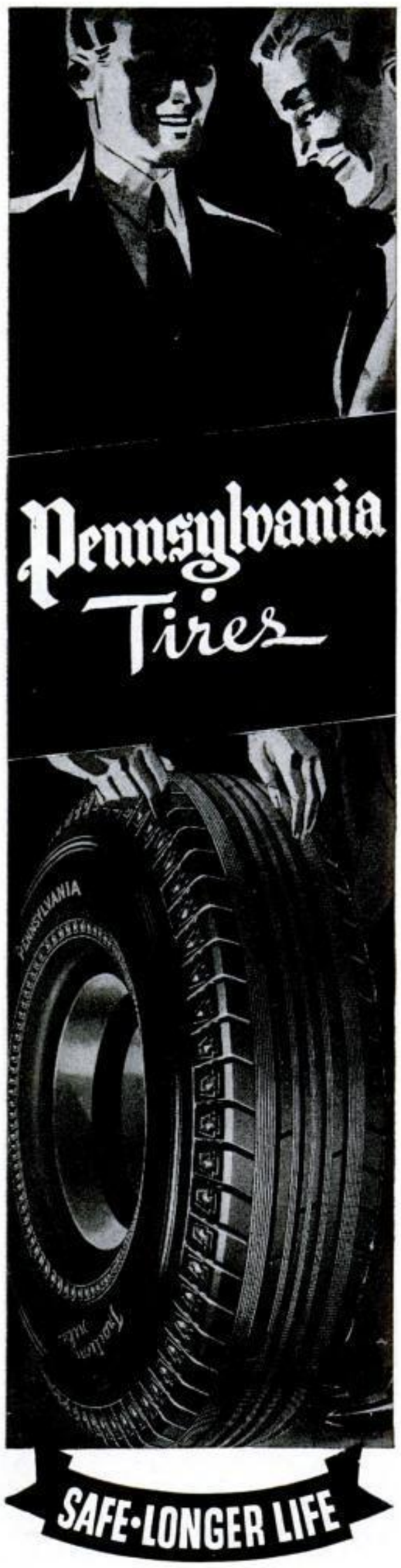


From the church balcony the Church of the Heavenly Rest's fashionable parishioners look like this as, led by Dr. Henry Darlington, they go through their Sunday morning responses.

Parishioners' children (*right*) may attend the church's day school, range from kindergarten to middle grammar-school classes, play on a recreation roof complete with contraptions like this.

Lady parishioners (*far right*) belong to the Ladies Guild which meets once a week, prepares bandages for free distribution to the Red Cross and to various charity clinics around New York.

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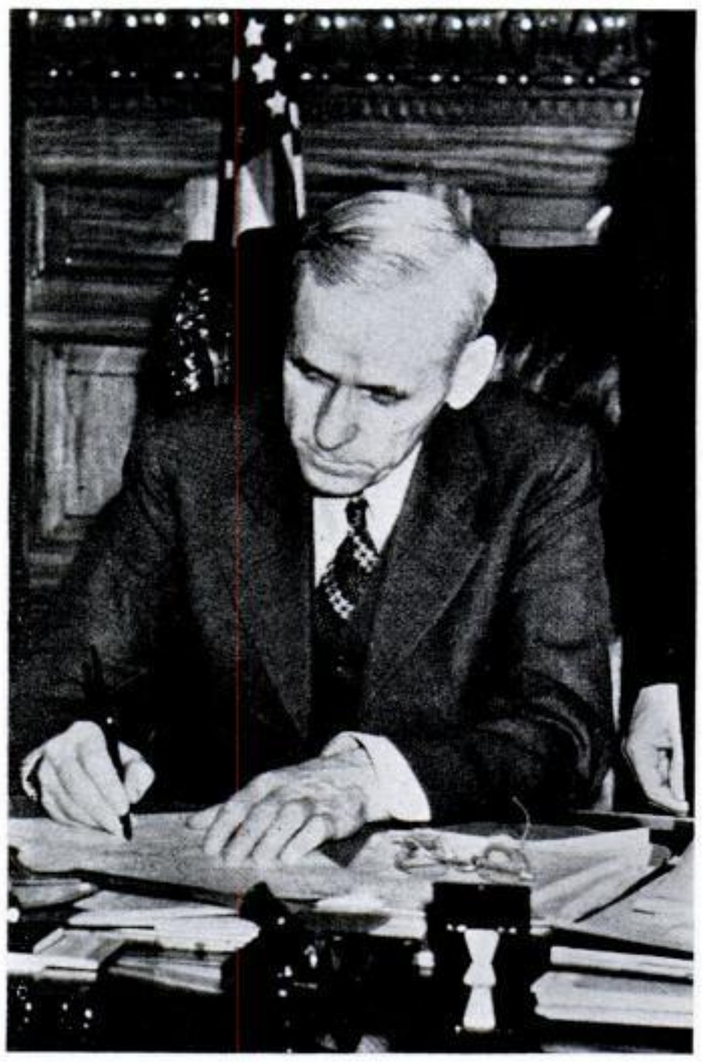
What's *your* buying angle on tires? Long, trouble-free service? Smart good looks? If so, Pennsylvanias will more than meet your sternest demand. ● But there's another angle: *safety!* Tires can add much to safer motoring, and Pennsylvanias *do*. Into their tough, resilient treads and rugged carcasses are built maximum road-grip, braking effectiveness, blowout resistance. ● Investigate these truly modern tires! Your neighborhood Pennsylvania Dealer will be glad to demonstrate their *extra* values; write us for his name and address.

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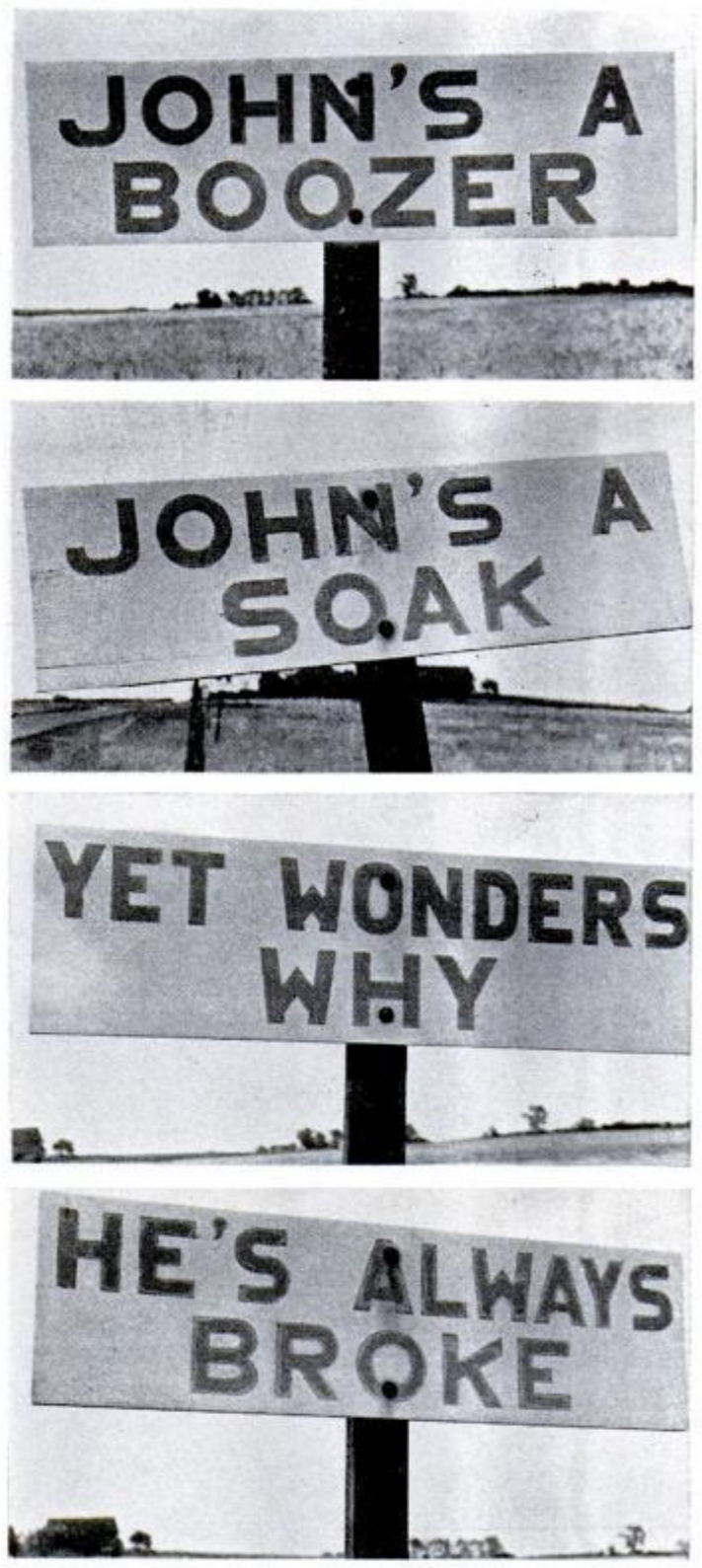
Offices and Factory: Jeannette, Pa.

"FINE CRAFTSMANSHIP IN RUBBER"

KANSAS SEEKS TO STEM WET TIDE WITH 3.2 BEER

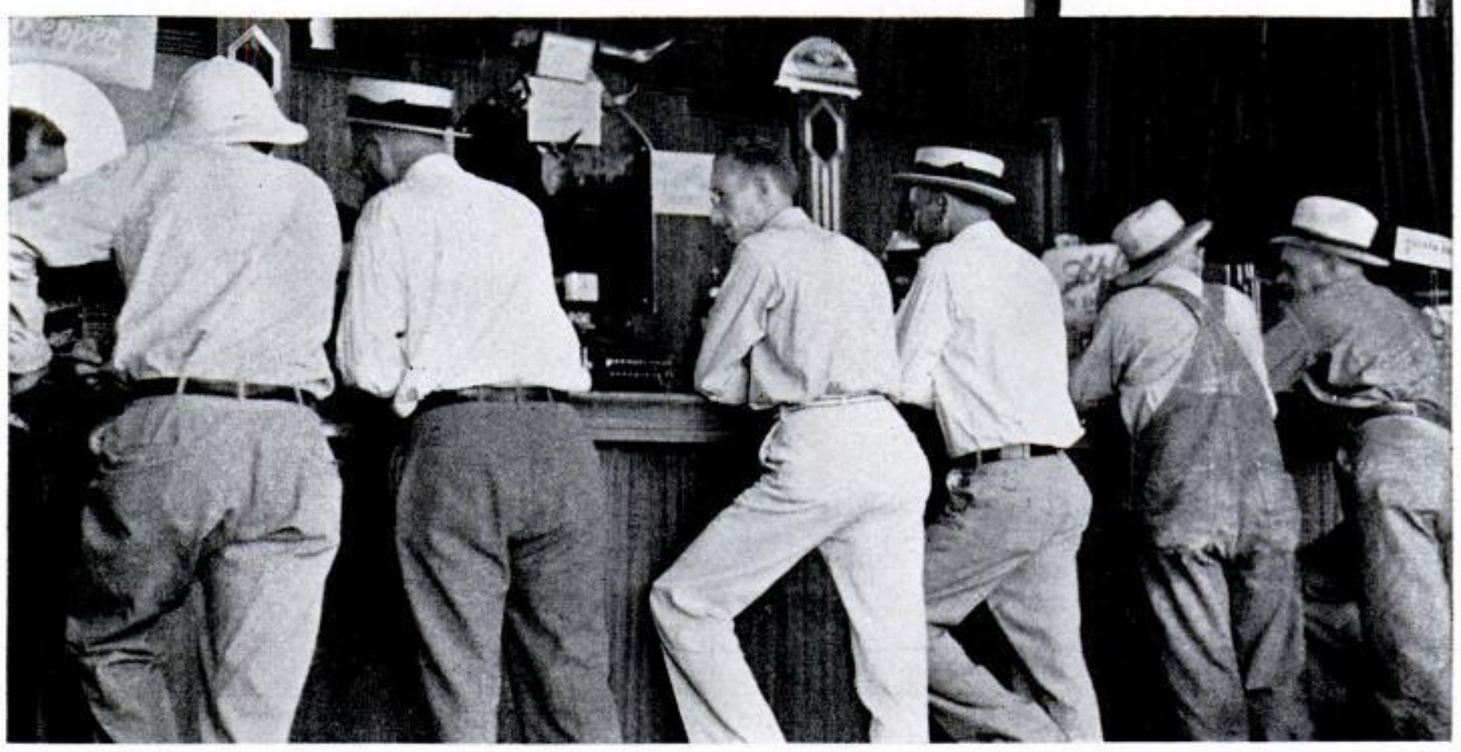


The spectacle of a Governor of Kansas signing a bill to legalize 3.2% beer is one for the record. The Governor is Walter A. Huxman, Landon's successor, and he signed the bill on March 27, as the picture above shows. Thus ended 56 bone-dry years in the citadel of American Temperance. Kansas has been dry almost since the time it was settled by righteous, reforming New Englanders. A Prohibition amendment was written into the State constitution and Carrie Nation smashed her first saloon in Wichita. That might have ended the liquor issue in Kansas if it had not been for national Prohibition and the agitation for Repeal. When Repeal came, liquor began to flow again in Kansas. The State law did not say what alcoholic content was intoxicating and presently 3.2% beer was selling openly. Some bars sold ale of 10% or more. Finally the drys agreed with the wets that it was high time to define intoxicating liquor. The bill which the Legislature passed and Governor Huxman signed, while legalizing 3.2% beer, is equally designed to outlaw stronger drink.



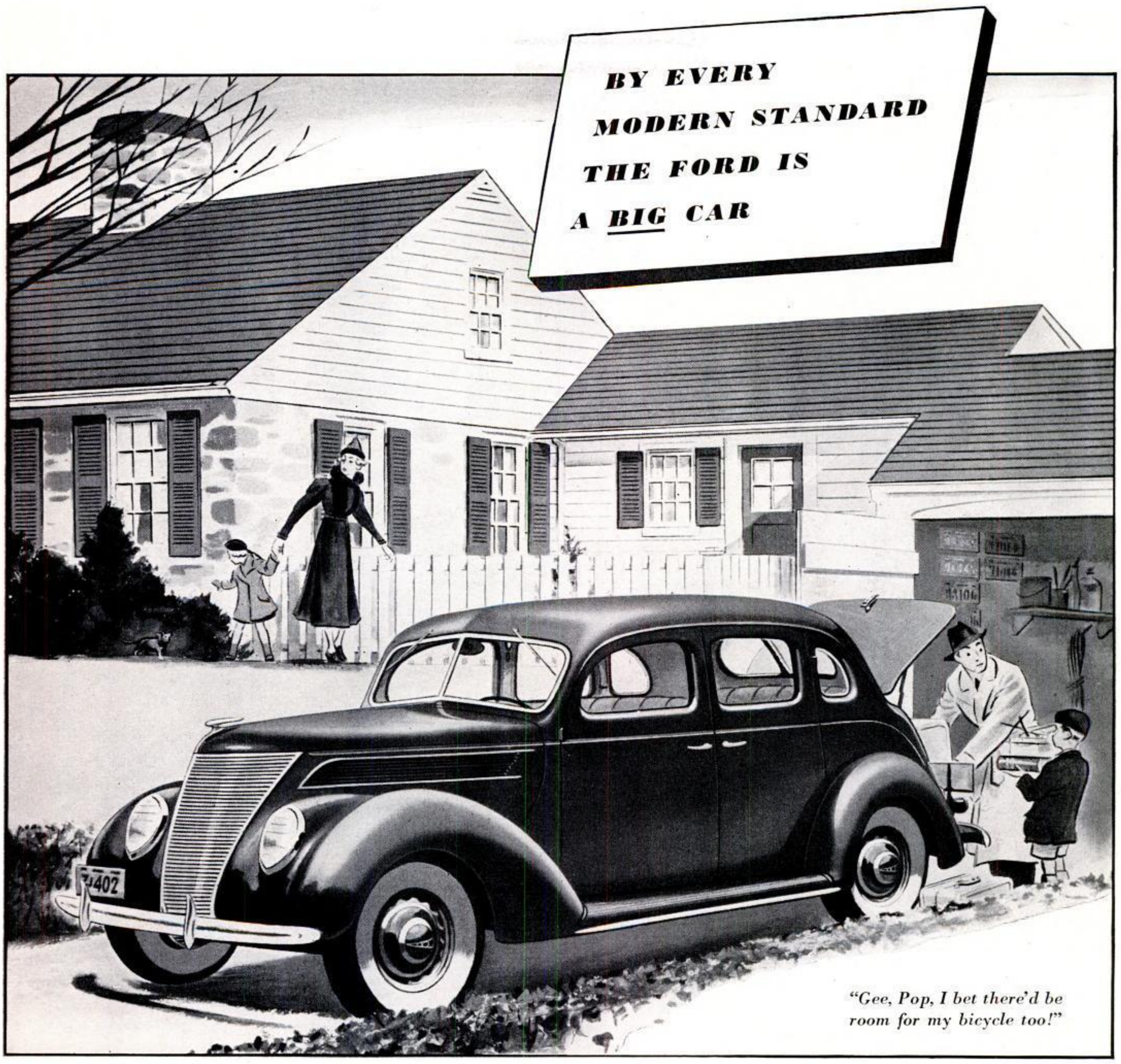
Roadside rhymes, painted on series of small signs (*above and right*), are part of the campaign still being waged in Kansas by Prohibition organizations.





Kansas has bars like any other State, where citizens can put their feet on a rail. Due to a loophole in the State law, many bars have been selling up to 10% ale on the ground that it was not intoxicating. Kansans also have a custom of "spiking" beer by filling the neck of the bottle with raw spirits, slowly turning it upside down.

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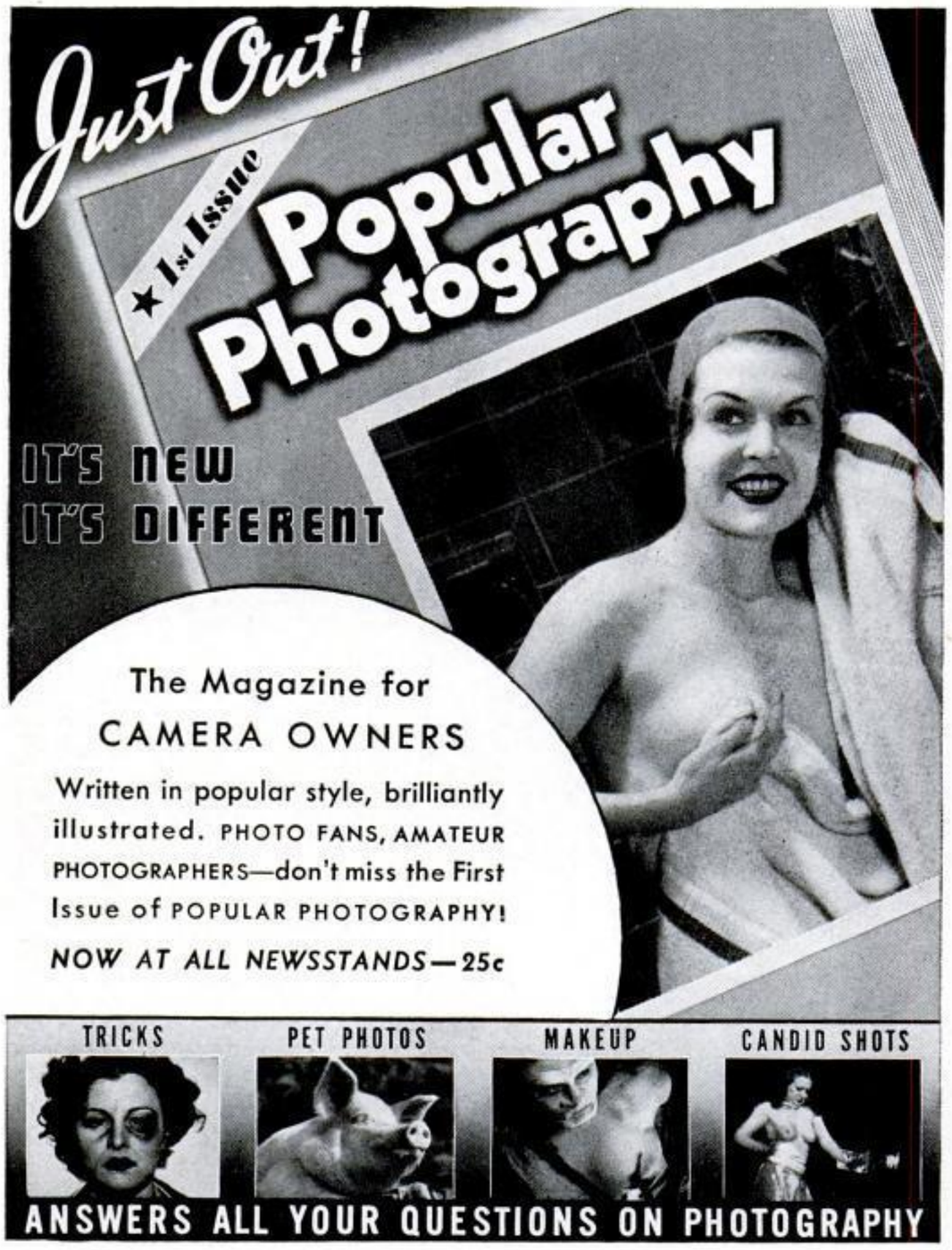
UP-TO-DATE buyers don't judge cars by the length of their hoods. They have learned that it is the usable space inside the body—the room it gives them—that counts.

Because of skilful design and a compact V-8 engine (two banks of four cylinders each, instead of one long line), the 1937 Ford V-8 provides more room for you—more room for your luggage.

Extra space means extra comfort. This big-car comfort and big-car performance make the Ford V-8 a really BIG car—with small-car economy. It's THE QUALITY CAR IN THE LOW-PRICE FIELD.

Ford V-8 FOR 1937

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LIFE'S PICTURES



Bernard Hoffman, 24-year-old LIFE staff photographer, first started taking pictures six years ago with a camera given him for his birthday. Since then he has taken many a good candid camera shot for LIFE such as those of wrestling (Jan. 25) and cancer (March 1). Mr. Hoffman took many of the pictures of Evolution (*see pages 21, 22, 23, 26, 27*).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (*left to right, top to bottom*), and line by line (*lines separated by dashes*), unless otherwise specified.

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22—AM. MUS. OF NAT. HIST. *exc. top lt.* BERNARD HOFFMAN *courtesy* AM. MUS. OF NAT. HIST.
23—BERNARD HOFFMAN *courtesy* AM. MUS. OF NAT. HIST. (3)—© FIELD MUS. OF NAT HIST. (2).
24—© FIELD MUS. OF NAT. HIST.
25—JOSEPH JANNEY STEINMETZ
26, 27—BERNARD HOFFMAN
28—W. W., H. & E., W. W.—THOS. D. MCAVOY *exc. cen.* W. W.—THOS. D. MCAVOY (2), ACME
29—SEATTLE TIMES—PETER STACKPOLE—CAMPBELL BLIGHT
30—P. I., H. & E.—GREENE & RICHTER *from* LEAGUE OF WOMEN SHOPPERS
31—ACME—INT., ACME (2)—INT.
32—F. H. FLAHERTY
33, 34—P. I.
35—F. H. FLAHERTY
36, 37—ROBERT FLAHERTY *from* B. S.
38—P. I.
41—W. W.
42—PHILIPPINES FREE PRESS (4)—KEY., P. I.
43—KEY., ACME (2)—W. W., P. I.—PHILIPPINES FREE PRESS *exc. cen.* P. I.
44—PETER STACKPOLE—BONNEY *from* W. W.—BONNEY
45, 46, 47—FERNAND BOURGES
49—P. I.
52—*Courtesy* DR. MENSENDIECK—NICKOLAS MURAY *from* DR. MENSENDIECK
55, 56—NICKOLAS MURAY *from* DR. MENSENDIECK
59—P. I.—*Map by* TOBIAS MOSS, P. I.
60—SOIBELMAN SYNDICATE *exc. top lt.* PIX
61—SOIBELMAN SYNDICATE
62—P. I.
63—UNIVERSAL NEWSREEL *from* SOIBELMAN—ACME, P. I.—WEEKLY ILLUSTRATED *from* P. I.
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68—P. I. —INT.—ACME
70, 71—HERBERT MATTER
72—WM. VANDIVERT *exc. top lt.* P. I.
74—PETER STACKPOLE
75—WM. VANDIVERT
76—EDWARD WESTON *exc. top. lt.* PETER STACKPOLE
78—EDWARD WESTON—BRETT WESTON
81—P. I.
82, 83, 84, 85—PETER STACKPOLE
86—ALL THE CHILDREN
89—*Top rt.* HARRY PEDERSON
90—*Top* W. W.

ABBREVIATIONS: CEN., CENTRE; EXC., EXCEPT; LT., LEFT; RT., RIGHT; AM. MUS. OF NAT. HIST., AMERICAN MUSEUM OF NATURAL HISTORY; B. S., BLACK STAR; FIELD MUS. OF NAT. HIST., FIELD MUSEUM OF NATURAL HISTORY; H. & E., HARRIS & EWING; INT., INTERNATIONAL; KEY., KEYSTONE; P. I., PICTURES INC., W. W., WIDE WORLD







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THE WHEAT PIT (*ABOVE*) IS THE BIGGEST AND BUSIEST OF THE BIG SAUCERS ON THE FLOOR OF THE CHICAGO BOARD OF TRADE



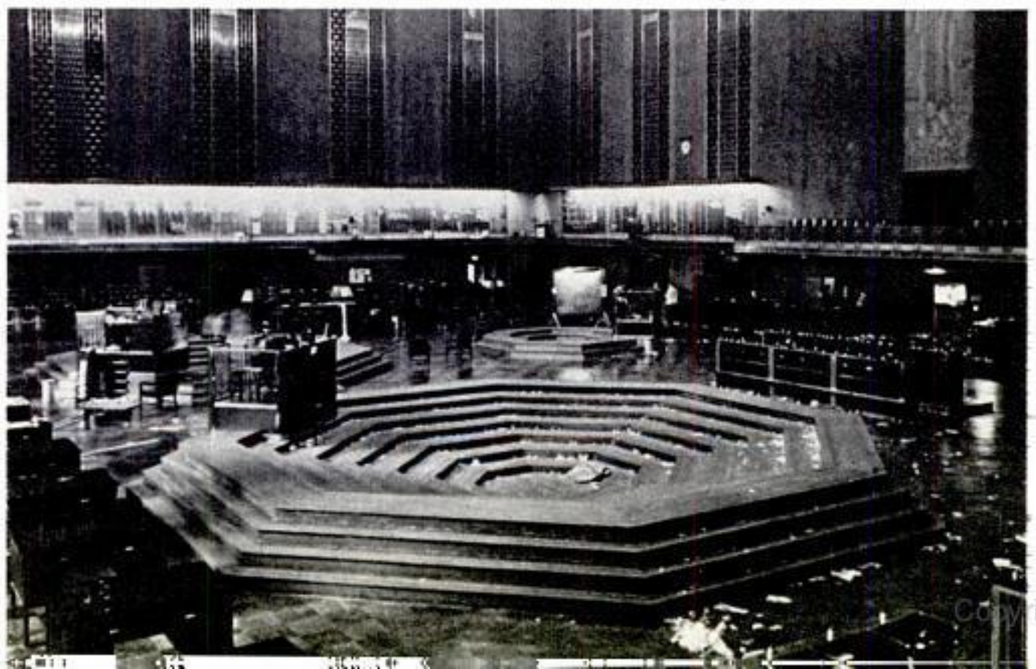
Excited traders in the wheat pit buy and sell with hand signals when the din becomes too great to make themselves heard. At right is the octagonal wheat pit after a busy day.

WAR BOOM HITS THE GRAINS

When business is good on the Chicago Board of Trade the various grain pits look like big, boiling saucers full of traders. This spring, business is good and the saucers are boiling at the merriest rate in a decade. On March 31, wheat was selling at its best price since 1929, corn at its best since 1925. May wheat futures hit $1.44\frac{3}{4}$, more than three times the depression low. May corn hit $1.22\frac{3}{4}$, five times its low.

Speculators called the upsurge a "war boom." For months the countries of Europe have been quietly laying up stores of grain against the next war. England has announced her intention of keeping a year's stock of wheat on hand. Germany and Italy are buying heavily.

The other side of the boom is a shortage in world supply. In America the huge wheat carry-overs of the 1920's have been wiped out by crop restriction and four years of drought. Meanwhile in the other great exporting countries—Canada, Australia and the Argentine—crops have fallen below expectations. Even with a good crop in America this year, wheat will be a seller's market and speculators will dream of a previous war boom in 1917 when wheat hit an all-time high of $3.25 a bushel.



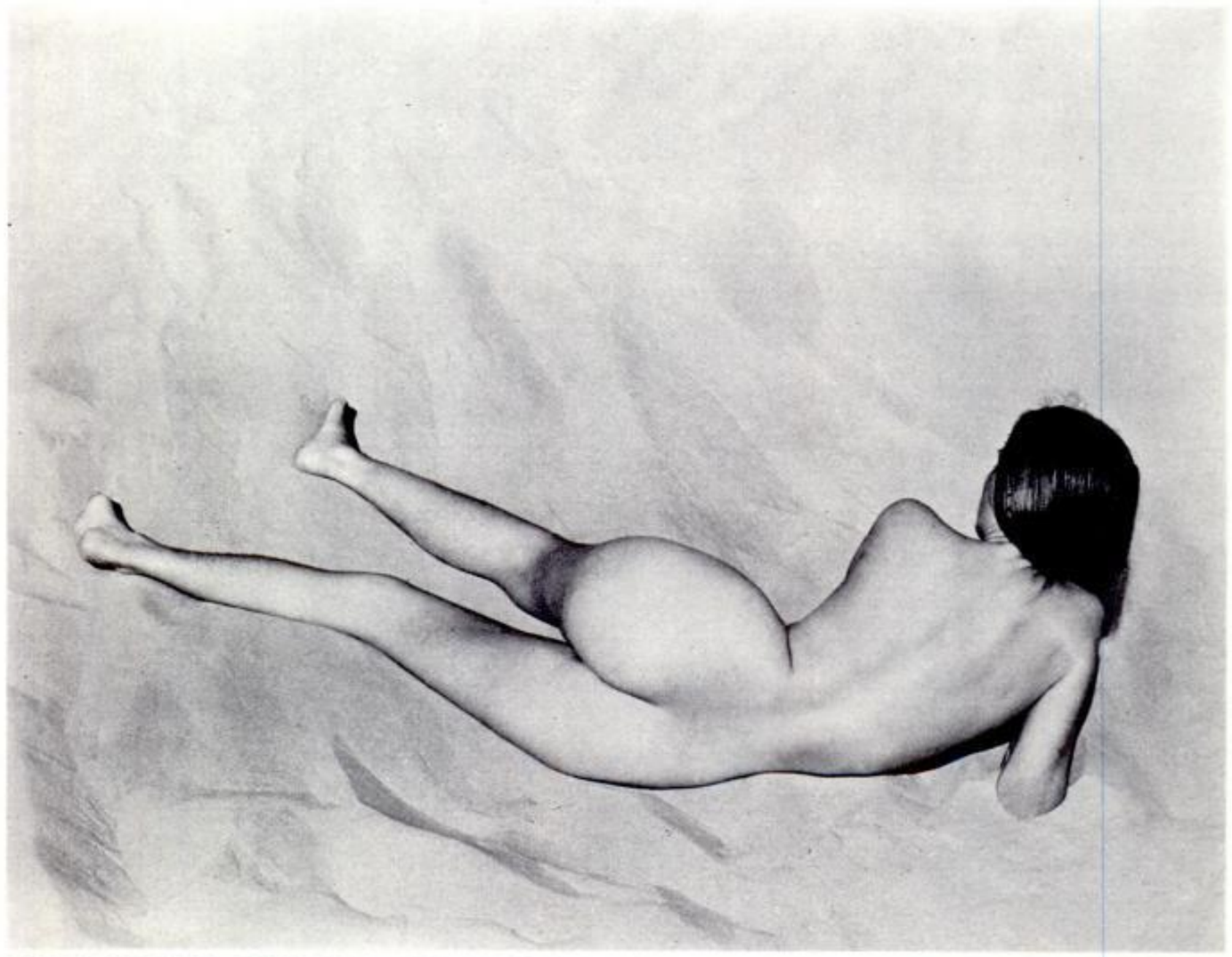
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WESTON WINS $2,500 AWARD



EDWARD WESTON

When Edward Weston won a Guggenheim Fellowship on March 28, he became the first photographer to receive this honor generally reserved for artists, writers and scientists. One of the world's finest camera technicians, Photographer Weston is the founder of famed Group *f*:64, so called because they like to use the smallest aperture on the shutter. They thus achieve an intense realism, with great depth and brilliant definition of detail. Interested primarily in form and texture, Weston likes still lifes and landscapes, rarely uses his camera for action. He is especially famous for his portraits of sea shells, garden vegetables and the sand dunes near his home on the California coast. With his $2,500 Guggenheim award he intends to branch out into a new type of camera study with a series of "photographic documents of the West."



NUDE ON SAND DUNE HAS THE SHARPNESS OF DETAIL FOR WHICH WESTON IS FAMOUS



A PINHOLE APERTURE AND A LONG EXPOSURE MAKE THE DISTANT ROCK STRATA IN THIS WESTON LANDSCAPE AS CLEAR AS THE NEAREST TREES

(*continued on page 78*)

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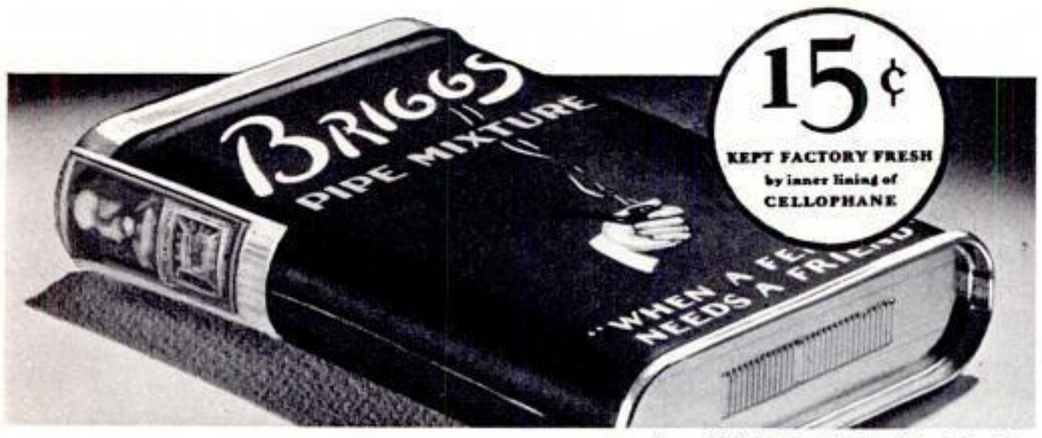


...not even a cold can spoil Briggs!

If you've caught a spring cold and "nothing tastes right"—cheer up! There's *one* faithful friend. Light up a pipeful of cool, mellow Briggs! Not even a cold can cancel the soothing satisfaction of that fragrant flavor.

But don't wait for an emergency! Discover Briggs when your nose and palate can relish its richness in full. Thousands more pipe smokers learn, every day, that Briggs delivers luxury out of all proportion to its low price. (Smokers of costly mixtures, please note.)

And no wonder! Briggs is a blend of exceptionally choice pipe tobaccos, each one mellowed by aging-in-wood *for four full years*. Such blends cost much more than 15¢—until Briggs was introduced.



Copyright, 1937, by P. Lorillard Co.. Inc.



1. DOCTORS' TESTS recently proved that Bromo-Seltzer stops next-morning headaches *faster* than any other remedy they tested.

2. SETTLES STOMACH —relieves your upset stomach, feeling of nausea and that awful "dark brown taste."

3. SOOTHES NERVES—calms your overtaxed nervous system. Relieves your sense of strain and fatigue.

4. REDUCES EXCESS LACTIC ACID in the blood caused by overindulgence. Helps restore your normal alkaline reserve.

Get it at drugstores, soda fountains. Keep it handy at home, too.

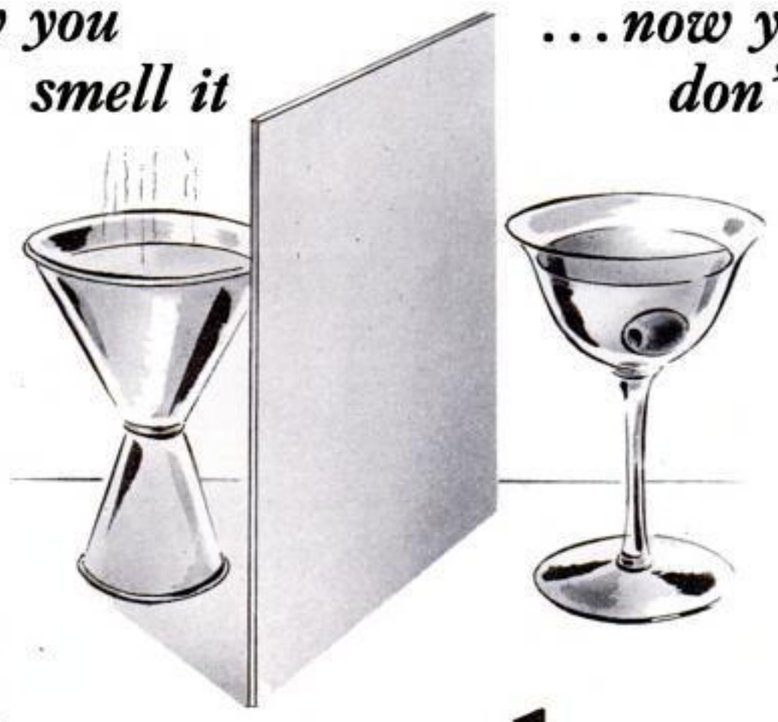
BROMO-SELTZER

Makes you feel fit FASTER!

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Now you smell it

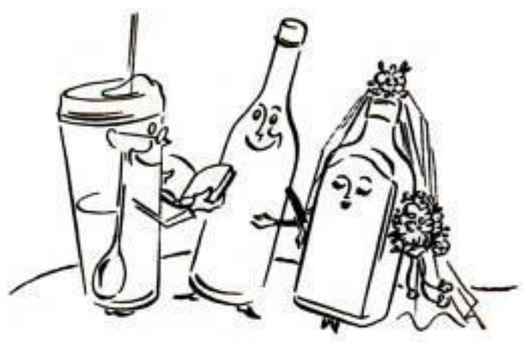
...now you don't

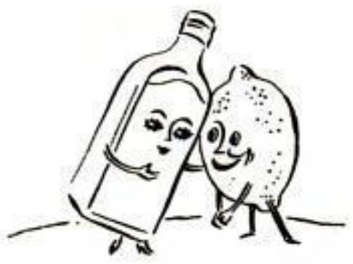


It's a cocktail

—only if the gin doesn't taste or smell in the finished drink

When the gin really marries the Vermouth





—when the gin lovingly embraces the lemon

—when the gin bestows a kiss upon the olive or the onion



...THEN IT'S A MIXING GIN! **SH-H-H**—only 4 men and a safe know the secret formula which gives to Fleischmann's Gin its superb mixing quality. This secret is a special blend of flavors that combines most successfully with all the other "fixings" in your drinks.

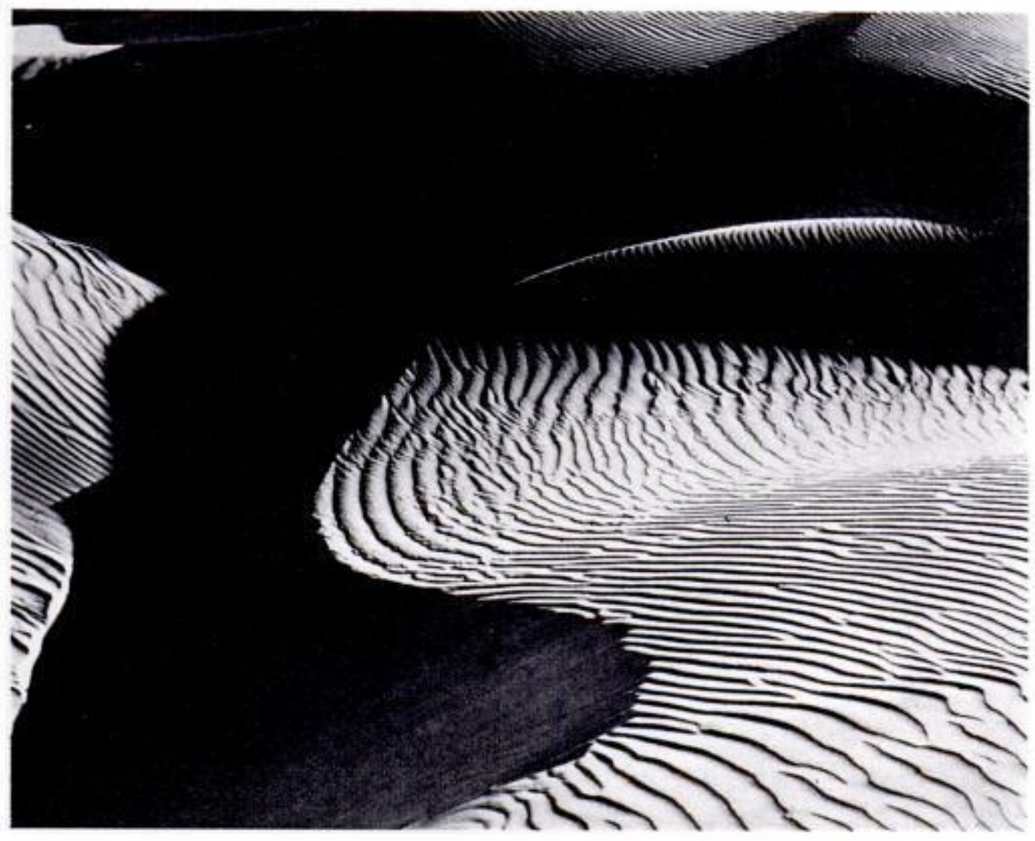
The idea of a mixed drink is an American invention. It is natural, therefore, that Fleischmann's—the original American gin—should be distilled especially for this purpose.

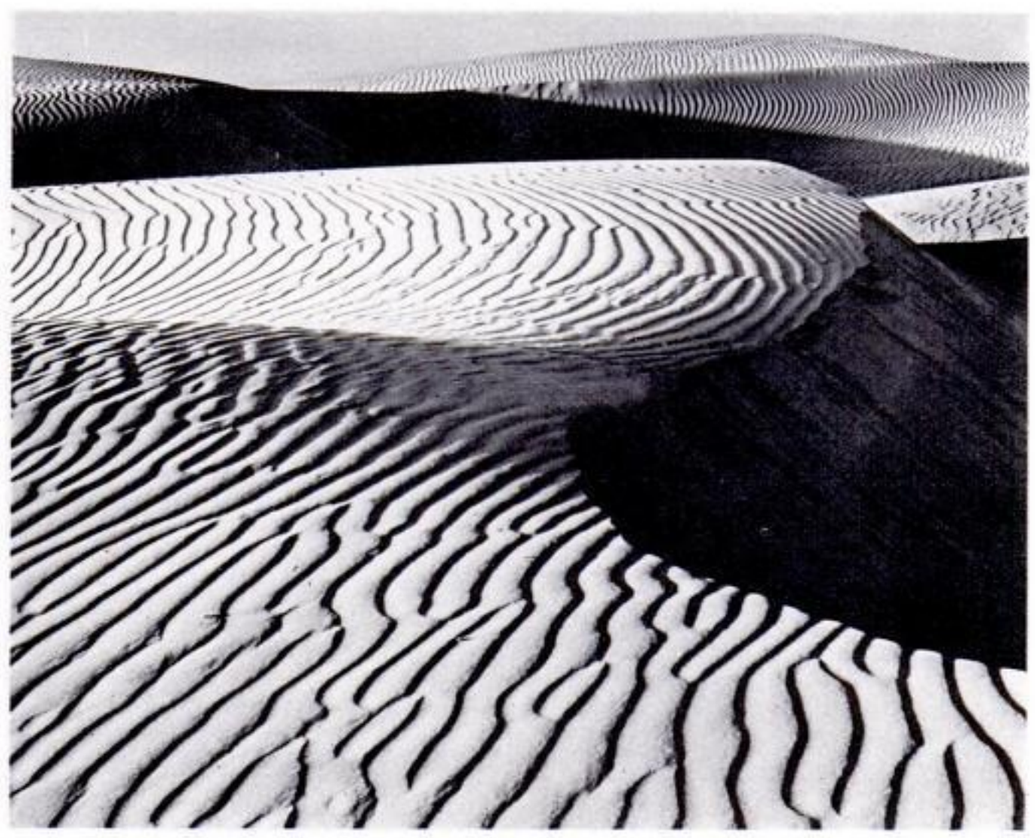
Distilled from American grain—90 Proof. The Fleischmann Distilling Corporation, Peekskill, New York

FLEISCHMANN'S DISTILLED DRY GIN

The real American Mixer

WESTON WINS *(continued)*







In California's sand dunes Edward Weston finds the rhythm, texture and form which is his photographic delight. A believer in "straight" unmanipulated photography, he does not care if there are black shadows in his pictures so long as the sand waves in the farthest dunes are as clear as those nearby. The bottom picture was taken by his son Brett, whose work is often indistinguishable from his father's.

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S. S. VAN DINE
Celebrated author of popular mystery thrillers and creator of "Philo Vance"

40-50-60 MILES AN HOUR! THEY ALMOST HAD THEIR MEN WHEN—BANG! A BLOW-OUT!

Read S. S. VAN DINE'S breath-taking description of how Sergeant McCabe's* thrilling man hunt came to a sudden and unexpected end

"THERE they are! Not more'n a quarter mile ahead of us. We'll overhaul 'em before they reach the Bad Lands." Sergeant McCabe's voice was excited and triumphant.

As the other police officers in the car leaned forward, they could faintly distinguish the shifting, bouncing tail-light of another car plunging frantically along through the night. In that car, as every one of the officers knew, were two of the most dangerous criminals of the day.

Unseen Danger Ahead

"They can't hold out," the Sergeant commented. "But we're licked if we lose them in the Bad Lands!"

And just then a sharp explosion, like that of a heavy gun, rent the air, and the police car leaped from the narrow road at a sharp angle and lurched crazily to a sudden stop in a rock-strewn sandy field.

"A blow-out!" snarled the driver. "We're lucky to be alive."

"What a tough break," growled Sergeant McCabe. In the distance the faint tail-light of the criminals' car could be seen rapidly disappearing into the now unbroken blackness.

"No chance now," the Sergeant complained sullenly. "They've escaped. We're beaten by a blow-out!"

The criminals did escape that time, but they were later captured.

It's bad enough to have a man-hunt frustrated by a bursting tire. Think of how terrible it must be, though, to have an innocent, carefree motorist start off on a pleasure trip only to have a blow-out catapult his car crazily into anything that blocks the way.



The solution to all this havoc on the highways has seemed to me to depend on the manufacture of a *safer* tire . . . of a tire that was as safe *inside* as it looked on the outside.

Because, *heat,* generated inside all tires at today's high speeds, is the criminal that starts most of the "dirty work." As the speedometer reads 30-40-50, mile after mile, the temperature *inside* the tire climbs higher and higher. This oven-like heat causes rubber and fabric to separate. A heat pocket forms. As you drive along unconcerned, it expands—slowly but surely. And some day—BANG! A blow-out!

Goodrich Steps Into The Case

That's why the invention of the Life-Saver Golden Ply by Goodrich should be the "good news" to every American motorist that it was to me. As one of the Goodrich engineers explained, "this Golden Ply is a layer of special rubber and full-floating cords, scientifically treated to resist *internal tire heat.* By resisting this heat, the Golden Ply keeps rubber and fabric from separating . . . keeps those deadly heat pockets from getting a start. And so it provides motorists with *real* protection against high-speed blow-outs."

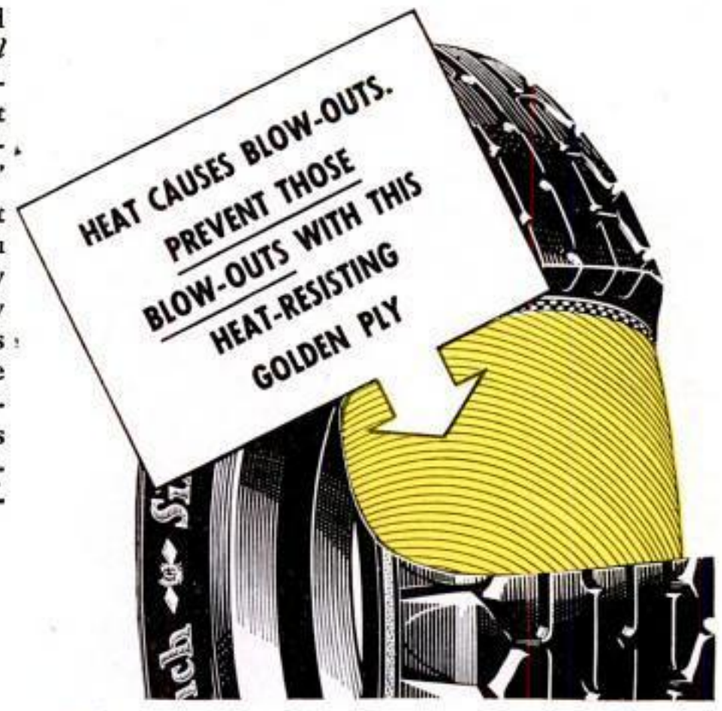
Sergeant McCabe found out how serious a blow-out can be. And so have thousands of others. That's why you now find thousands of motorists all over the country changing to Goodrich Golden Ply Silvertowns. They know that Silvertowns *below* mean *safety above.* Here's hoping that all my readers feel the same about staying off the "accident list". Remember, these life-saving Silvertowns can be purchased at Goodrich Silvertown Stores and Goodrich dealers everywhere.

S. S. Vandine

** Names and localities are fictitious, but the episode is suggested by an actual occurrence.*



"No chance now," he complained, "we're beaten by a blow-out"



Goodrich SAFETY Silvertown

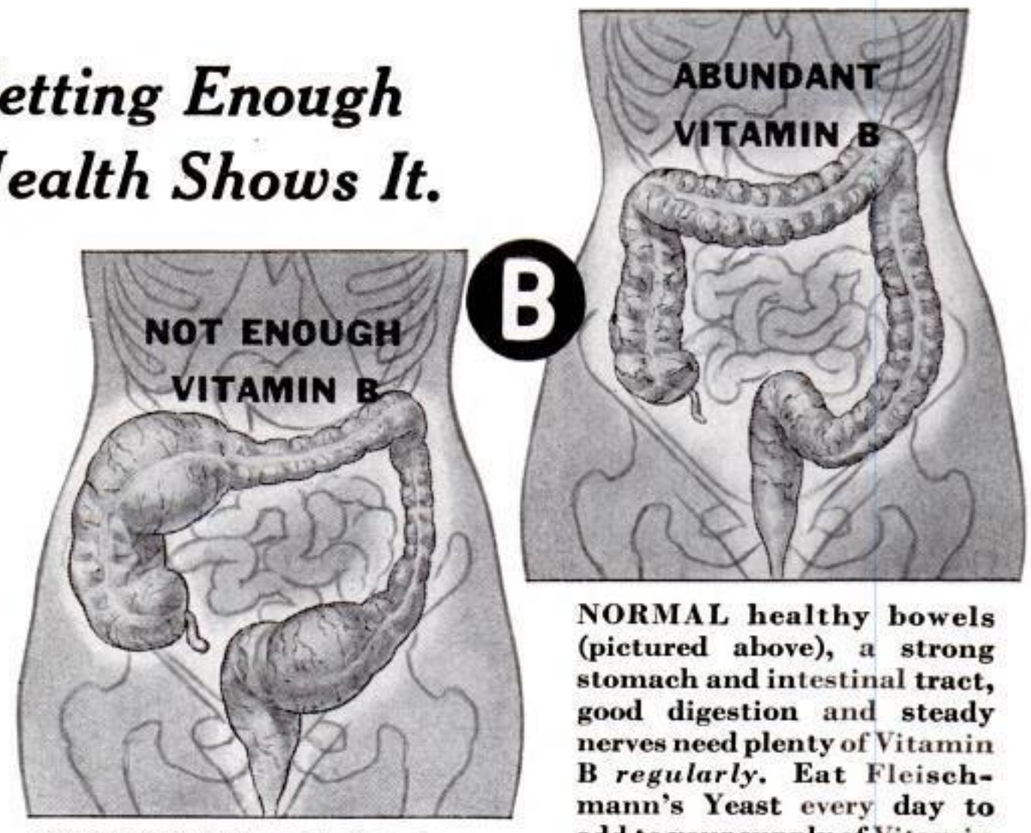
With Life-Saver Golden Ply Blow-Out Protection

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DON'T RISK VITAMIN SHORTAGE

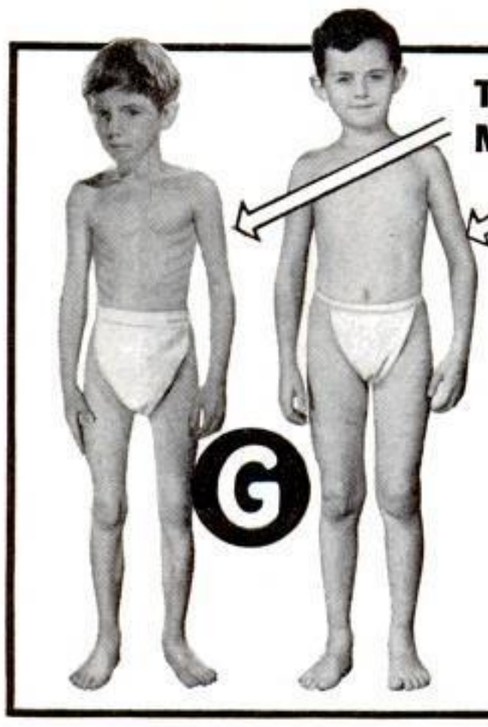
Few People Know Whether They're Getting Enough Vitamins in Their Meals—Until Poor Health Shows It.

But—the Addition of ONE FOOD to Your Regular Diet Will Give You a Special EXTRA Supply of these 4 Vitamins Every Day



DISTENDED bowels (as shown above), poor digestion, sagging stomach and weak intestines may come from an undersupply of Vitamin B—the important NERVE VITAMIN.

NORMAL healthy bowels (pictured above), a strong stomach and intestinal tract, good digestion and steady nerves need plenty of Vitamin B *regularly*. Eat Fleischmann's Yeast every day to add to your supply of Vitamin B. It is one of the richest known natural food sources of this NERVE VITAMIN.



TOO LITTLE VITAMIN G MEANS POOR GROWTH

DIET RICH IN VITAMIN G

THIN, underdeveloped, nervous children are often not getting enough Vitamin G—the GROWTH VITAMIN. A good supply of this essential vitamin is needed by every child to help develop a sturdy body and good health. Fleischmann's Yeast is rich in Vitamin G. Children from 5 to 12 years can be given from 1 to 2 cakes daily.



DIET POOR IN VITAMIN A

COLDS! A tendency to frequent colds can occur if your body is not supplied with enough Vitamin A. A deficiency of this vitamin weakens the membranes lining nose and throat and lowers your general resistance. Eat Fleischmann's Yeast every day to make sure of an additional supply of Vitamin A over and above what your meals provide.



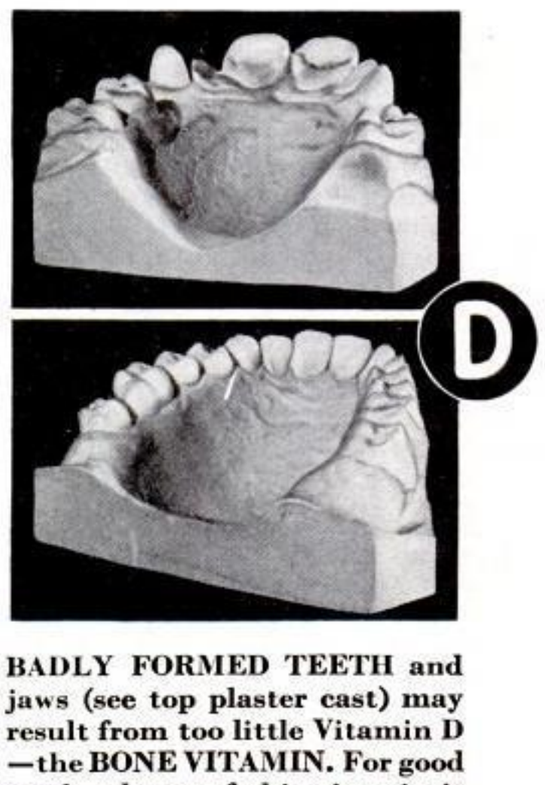
DON'T GUESS about your vitamin supply. Nutrition experts say that ordinary meals often fail to provide *enough* of all the vitamins your body needs to keep health up to par.

By adding just *one food* to your everyday diet, you can always be sure of a regular EXTRA supply of 4 important vitamins—A, B, D and G.

This one food is FLEISCHMANN'S fresh YEAST. It is the only natural food that provides you with such a rich supply of *all 4* of these vitamins combined.

Why not start today to add to your vitamin supply with Fleischmann's Yeast? Just eat 3 cakes daily—one cake about ½ hour before each meal. Eat it plain, or dissolved in a little water, as you prefer. And be sure to eat it *regularly*—every day.

It's a good plan to order two or three days' supply at a time from your grocer. Fleischmann's Yeast will keep perfectly in your icebox.



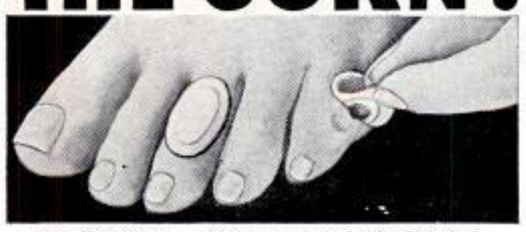
BADLY FORMED TEETH and jaws (see top plaster cast) may result from too little Vitamin D—the BONE VITAMIN. For good teeth, plenty of this vitamin is needed, especially in childhood. Fleischmann's Yeast is rich in Vitamin D. Children from 5 to 12 can be given 1 to 2 cakes daily. Mothers should eat it during pregnancy and while nursing to add to their supply of Vitamin D.

THE SPARKLING VITALITY, strength and stamina of Lucyle Roberts, Rodeo Bronco Rider, show she gets an abundant supply of all 4 of these vitamins so necessary to build and maintain good health.

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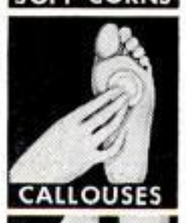
OUT COMES THE CORN!

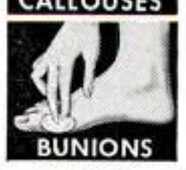


No Waiting—Pain Instantly Relieved

Get rid of corns by using this famous triple-action, scientific treatment—Dr. Scholl's Zino-pads—and then keep rid of them. It's easy, safe, sure. Just these soothing, healing, cushioning pads *alone* on corns, sore toes, callouses or bunions give you the most grateful relief imaginable—*instantly.* Put them on tender toes caused by friction or pressure of new or tight shoes and you'll stop corns before they can develop.





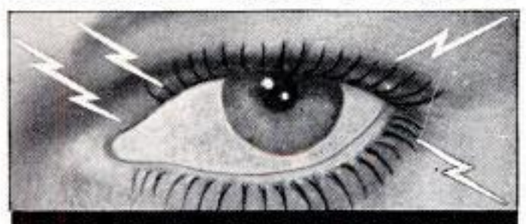


Used with the separate *Medicated Disks,* included in every box, Dr. Scholl's Zino-pads quickly remove hard corns, soft corns between toes or callouses.

Dr. Scholl's Zino-pads are thin, velvety-soft, waterproof. Don't stick to stocking or come off in the bath. Get a box today. Cost but a trifle. Sold everywhere.

Dr Scholl's Zino-pads

FIERY..SMARTING EYES

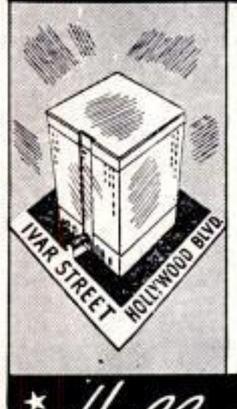


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● That embarrassing, temporary bloodshot condition and the itching, burning sensation . . . from late hours, exposure . . . yield *in seconds* to new scientific EYE-GENE—or *money back.* Eyes feel soothed, more refreshed . . . look whiter, more sparkling! A safe way, too—the formula of two prominent eye specialists . . . winning thousands from old-fashioned solutions. Stainless. Ask for EYE-GENE at any drug or department store.

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AIR CRASH SURVIVORS LIVE ON BERRIES

On Feb. 19 an Australian airliner crashed on a remote spot near Queensland, killing four of its seven occupants outright. Seeking help, a fifth fell over a cliff and died. The two survivors, J. R. Binstead and J. S. Proud, lived eight days on berries before rescuers cut through jungle to the gorge in which they lay. Their first question: who won the cricket match between Australia and England?



Survivor Proud, his leg crushed, looked like this when rescuers arrived.



Survivor Binstead, uninjured, crawled 200 yd. to a creek nightly for water.



On stretchers the men were carried for ten hours to the nearest hospital.

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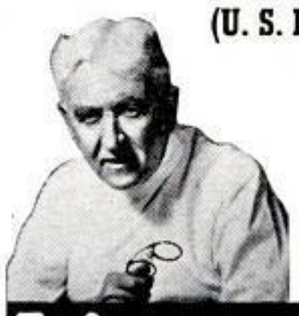
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Life Goes to a Party

with a lonely young man who pays 10¢ a dance at Manhattan's Roseland

Lonely young men in Manhattan, desirous of female dancing companionship but limited in their acquaintance with girls, have their choice of a score of public ballrooms where for a modest fee they may twirl about for a modest period with hired "hostesses" without benefit of formal introduction. Biggest and best known of these dance halls is Broadway's Roseland. On this and subsequent pages you follow a typical Roseland patron through an evening of informal gaiety. For 10¢ a dance he may cavort about with any one of 50 girls, most of them young and some of them personable. All are good dancers and willing conversationalists. Since Roseland is open from 8:30 p. m. until 1:30 a. m. and since a 10¢ dance lasts only three minutes, a patron could theoretically spend $10 for a full evening's fun. But since most Roseland customers, unlike International Paper & Power Co.'s President Archibald Robertson Graustein, who encountered his future wife there, are in modest circumstances, $1.50 is more like the average reveler's hostess bill for the evening. He may, however, save money by trying his luck at pickups, in which case he will ignore the hostesses and concentrate on single girls who have paid 55¢ to come in, in the hope of enlarging their acquaintanceship. All in all Roseland hospitality clears some $200,000 annually for the management.

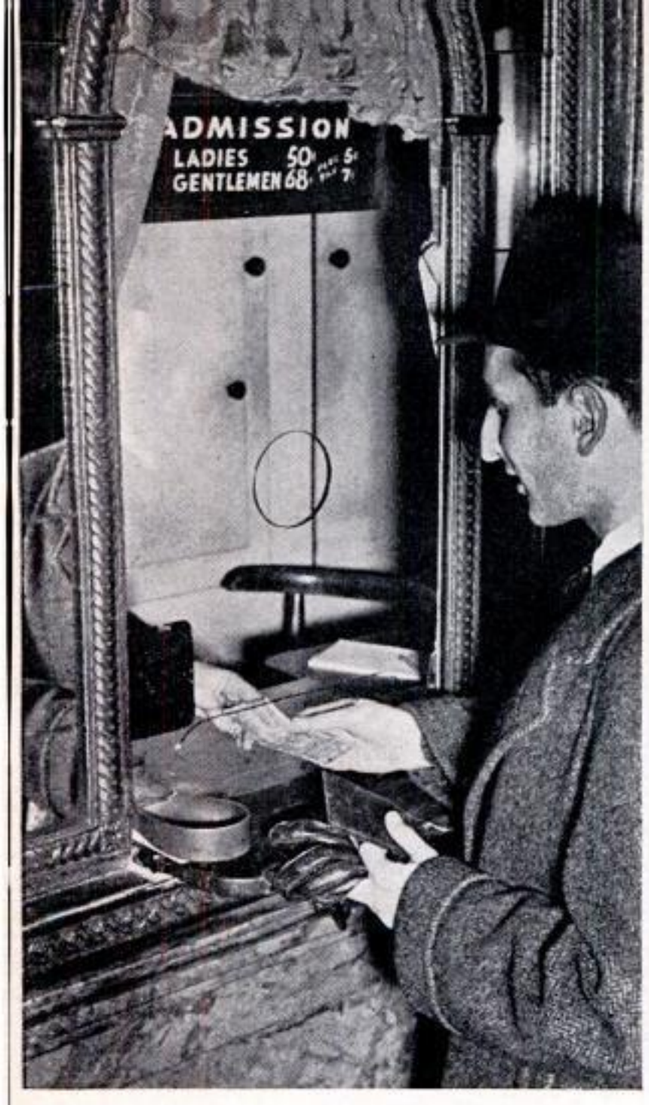


Eager to dance but enjoying a limited acquaintance with members of the opposite sex, this young man on pleasure bent walks in past the Roseland Dance Hall's inviting sign.



Roseland hostesses (*above and at right*) are anywhere from 16 to 35, must dance with any man who has bought a 10¢ ticket and asks for their hand. Most have such daytime occupations as stenography or attending dramatic or secretarial schools. Since earnings depend on volume of business, competition for male partners is keen. Thus the two girls above are hastily slipping into better seats as the blonde in front leaves her chair for the dance floor. In the picture at right, taken a moment later, note how the girl in black has taken the vacated front seat while the other has moved over to the end of the second row.

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He pays his 75¢ admission at a ticket window. This lets him into a large, dimly-lit ballroom upstairs, where beer is the only alcoholic beverage.



Smiling in anticipation, our customer passes a derby-hatted individual who looks him over carefully to make sure he is perfectly sober.



A three-minute twirl with one of Roseland's 50 hostesses costs him 10¢. A seasoned client generally purchases sizable blocks of "hostess cards" at one time, uses them all up dancing with one particular girl who takes his fancy.



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Life's Party (continued)



This Roseland customer couldn't look any more dreamily sentimental if he were at a college prom with his best girl.



Evening frocks, bought out of earnings, are obligatory for all Roseland's hostesses.

Dancing over, the client turns in his batch of 10¢ tickets to his partner who will get 7¢ for each one.

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For safekeeping this business-like Roseland Dance Hall hostess deposits the 10¢ dance tickets received from her evening's partners in her stocking. Redeeming them for 7¢ apiece at the end of the week, she makes from $25 to $100 a week including tips, averages $45.

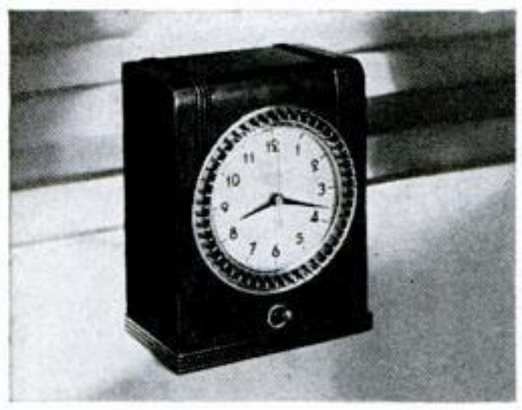


MARCH INTO SPRING WITH Telechron TIME

(*Above*) **PHARAOH,** a smart modern clock, adds efficiency to any desk, mantel or table. The mahogany case has vertical side inlays and brown felt feet. A practical, appropriate gift for any one. Modestly priced at **$9.95**



BARON, a smart "numeral clock" at a modest price. The case is of molded plastic in either black or mottled brown. Clear, large black numerals. Three discs—one each for hours, minutes and seconds. Priced at . **$8.95**



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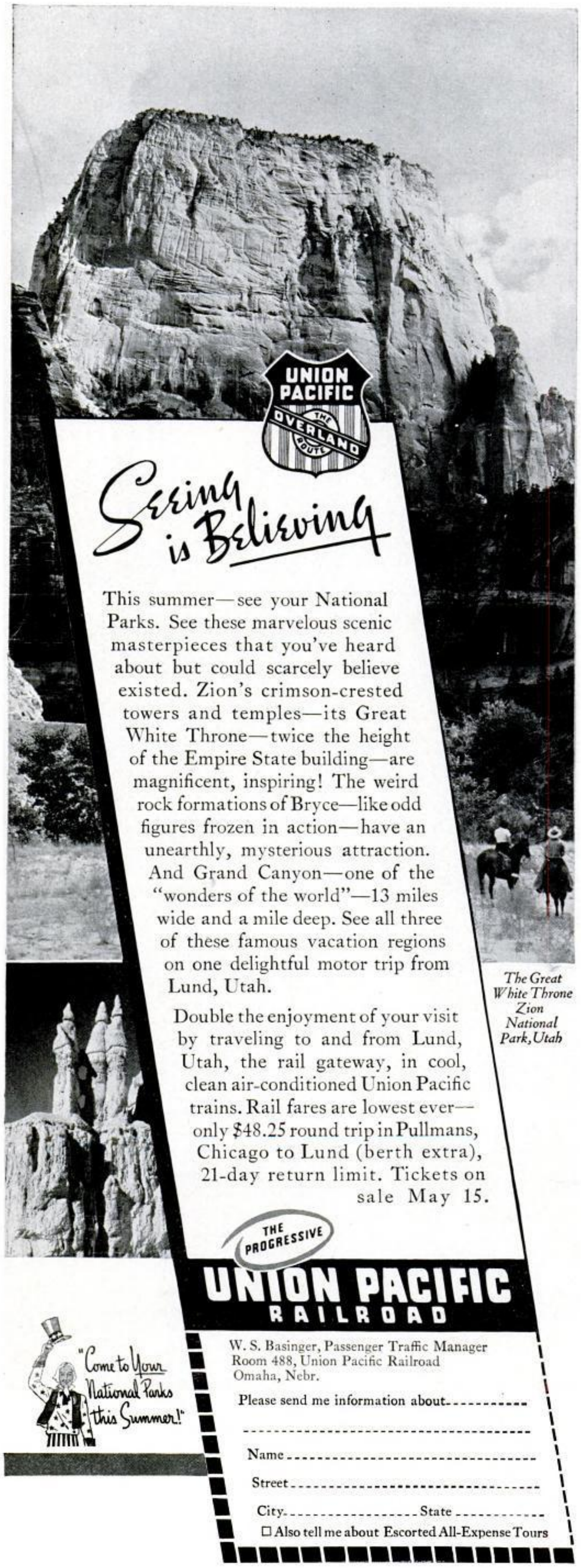
Every Telechron clock, regardless of price, contains the same fine self-starting Telechron motor—sealed in oil for quietness and longer life. Years ago, Telechron created the synchronous electric clock industry. Now millions of satisfied users have made Telechron the most famous name in electric clocks. Styled by America's foremost designers, Telechrons are sold as low as $3.50 by good jewelry, electric, gift and department stores.

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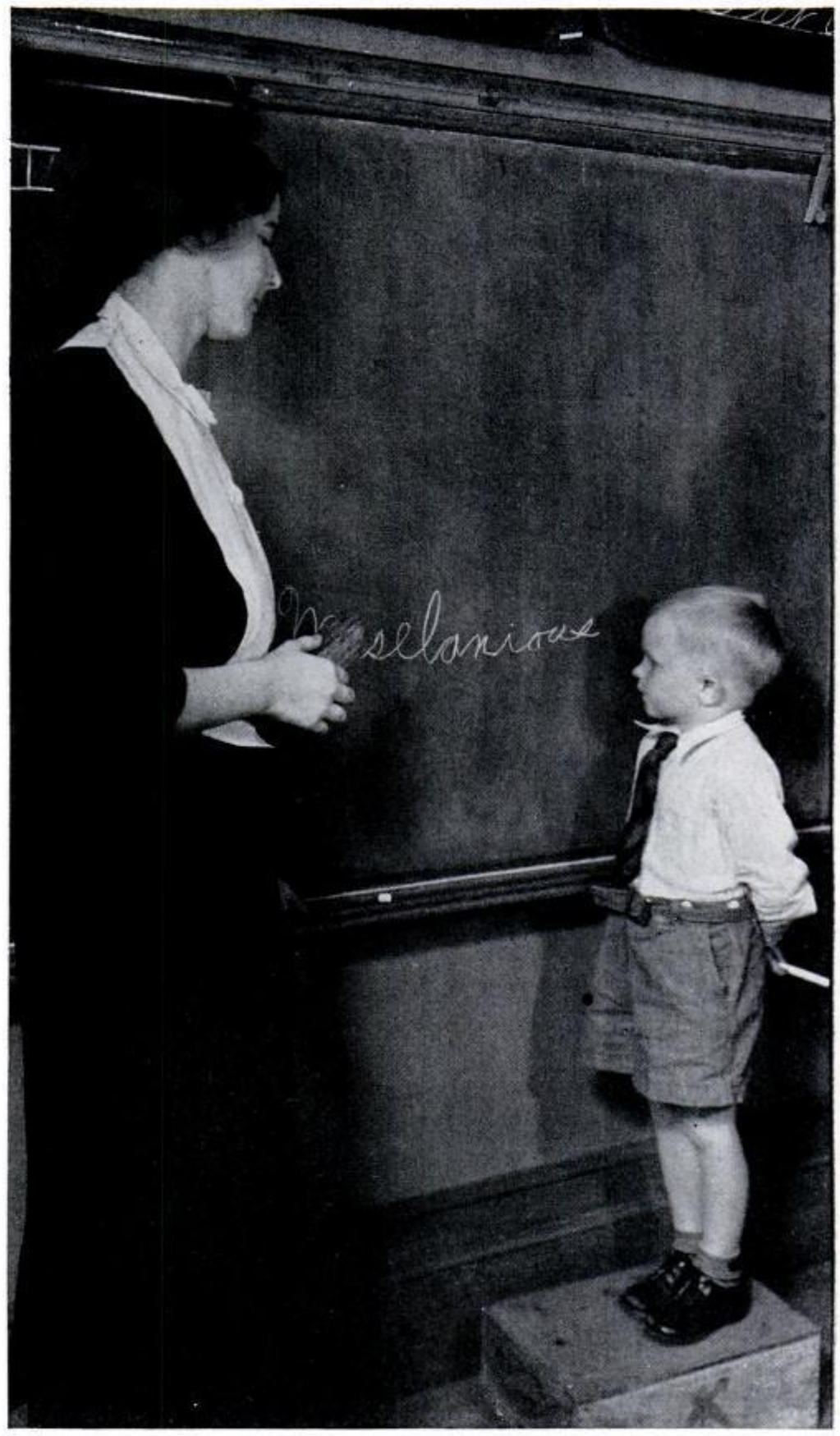
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"IF THAT DOESN'T SPELL MISCELLANEOUS WHAT DOES IT SPELL?"

SCHOOL BOARD REPORTS WITH PICTURES

The world's most attractive public school report was issued March 31 by New York's Board of Education under the title of *All The Children.* It consists mostly of 94 merry, sad and wistful photographs depicting the classroom life of the city's children in the FORTUNE manner. Above you see the most appealing of them, with the report's own caption. Like nearly all the others, it was taken by Ambrose J. Hickey, the Board's staff photographer. New York has the largest school system in the world. Its 36,000 teachers teach 1,250,000 pupils everything from reading and writing to aviation and beauty culture. The bill to New York's tax payers is $142,000,000 a year. Chief problem in this vast school system is overcrowding. In a frank summary of its needs, the Board asks for 846 more high-school teachers, at an additional cost of $1,200,000. To relieve overcrowding further, the Board is spending $56,000,000 on 14 new schools under construction, 22 others being planned. Freshest part of *All The Children* is a chapter called "Out of School Windows." In keeping with modern sociological trends, the Board emphasizes those adverse effects of unfavorable environment which schools cannot easily overcome. With 90,000 free meals a day and friendly classrooms, the school system attempts to rectify environmental handicaps to underprivileged pupils. For similar reasons the Board is moving from Manhattan to Brooklyn, where a third of the city's 800 schools are located.

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...it will stand this 16 to 1 dilution test

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To get this rare, rich taste, we imported a 100-year-old still, famous for England's finest gin. We took it apart piece by piece—reproduced it identically, so that Seagram's Gin would have a more deeply *infused* flavor.

THE "LAST INCH"...RICH AS THE FIRST SIP



Notice the result in your next Collins. Full gin flavor to the "last inch." Even a big batch of Martinis keeps rich despite melting ice.

Seagram's

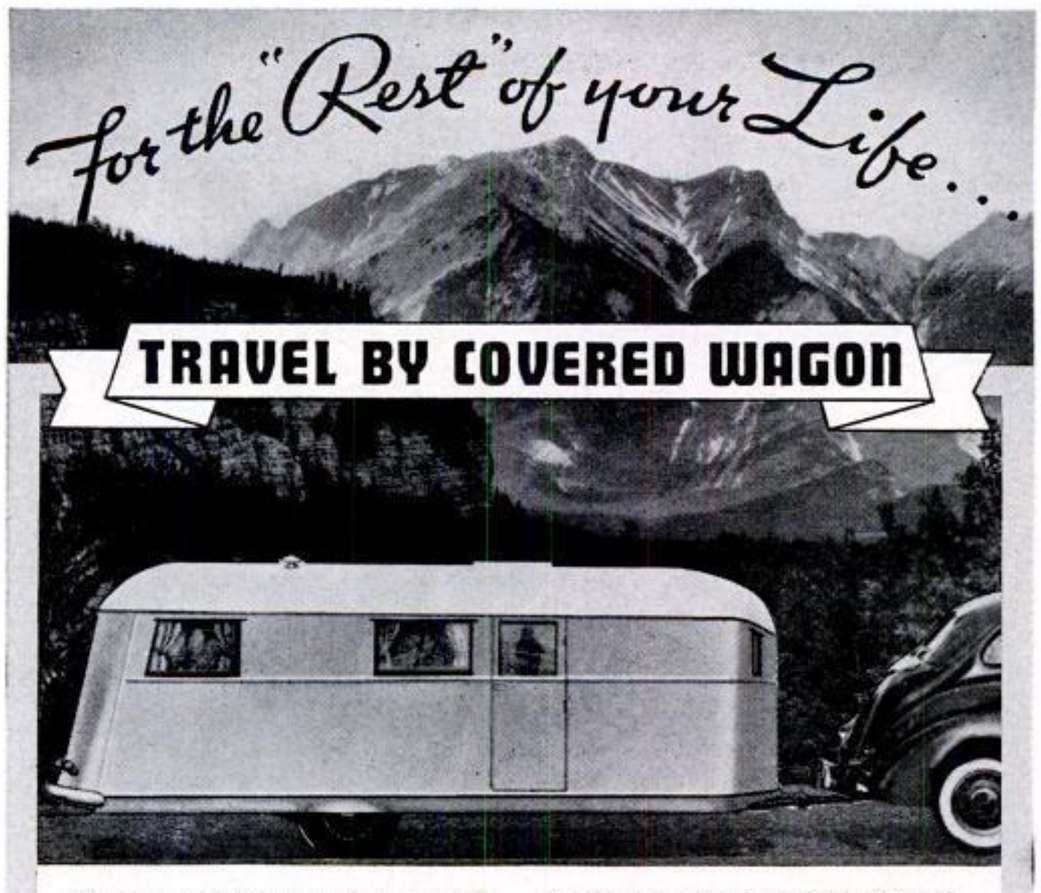
KING ARTHUR **Gin**



Distilled London Dry Gin made from 100% American Grain Neutral Spirits. 90 proof.

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It's "Soft-Stilled"



Put on your hat and coat and say "good-bye" to care. Head north, south, east or west—go where you please—do what you please—fish, hunt, see the country, or *just loaf*—for as long as you please. Leave the highways—ride the byways—camp beside lakes that never heard of a hotel—sleep like a baby out under the trees—with a million stars twinkling "hello" and the man in the moon whispering "good-night" — here's life, freedom, happiness — REST! And it's all *yours* with a Covered Wagon Trailer Home!

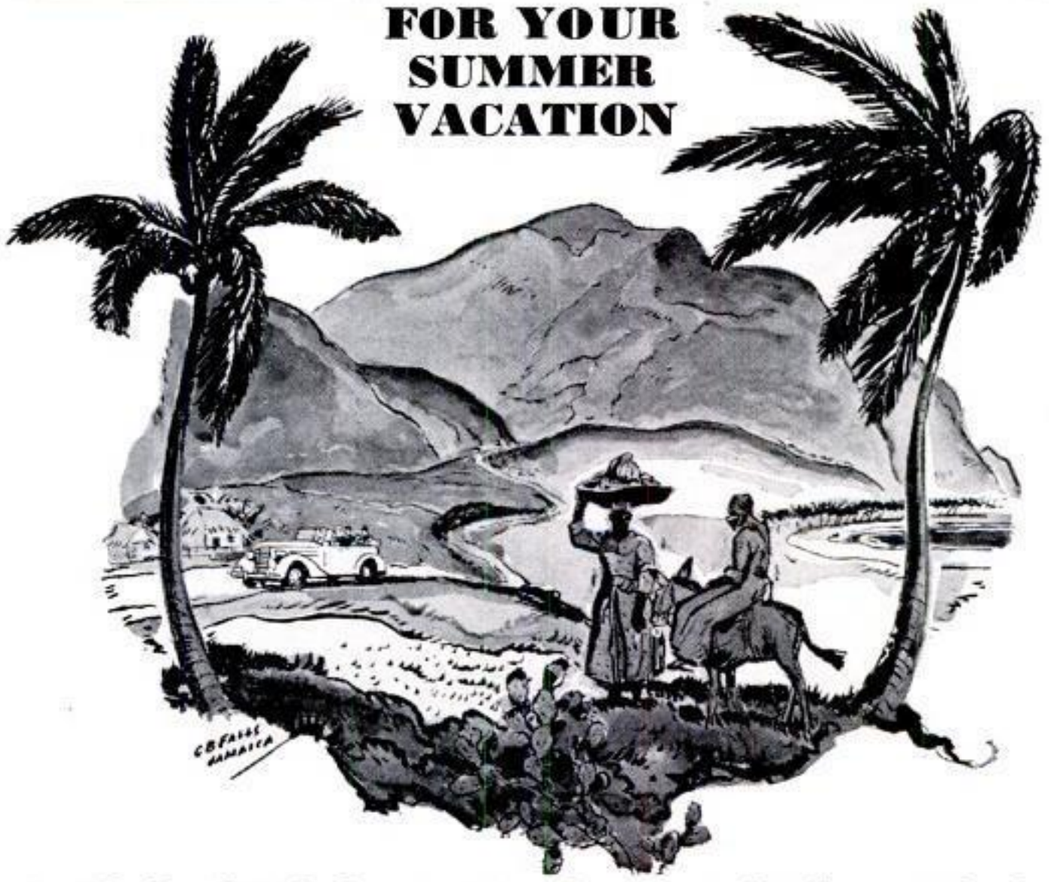
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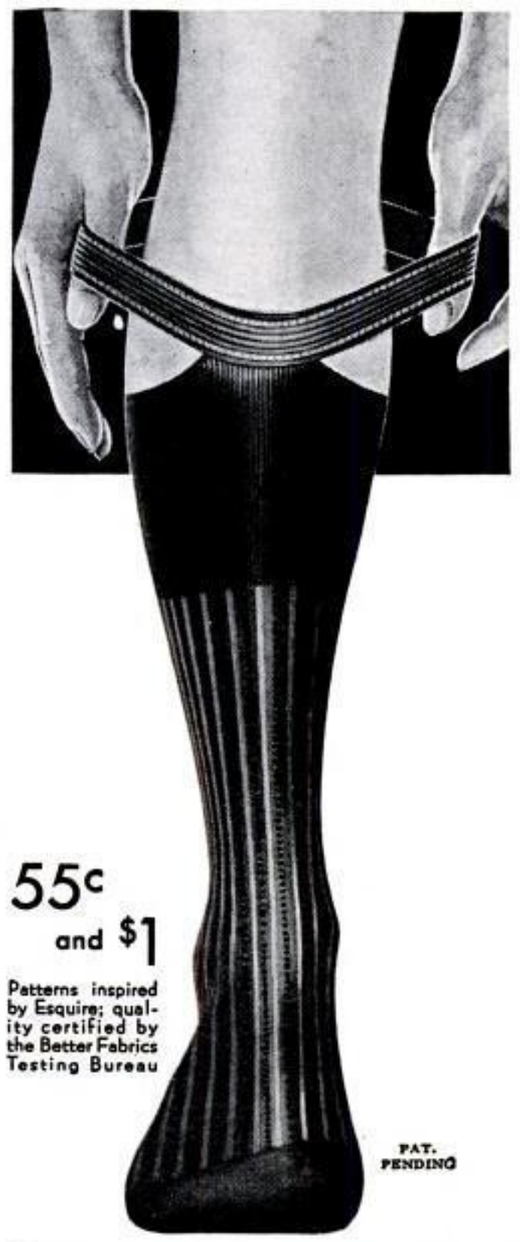
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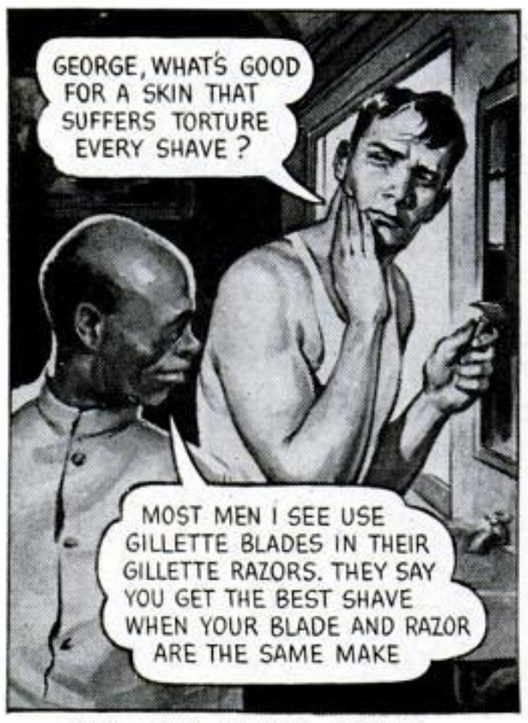
Pacer by HOLEPROOF

The sock with garter attached

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Happy Shaves Are Here Again

when you use the blade that was made for your razor

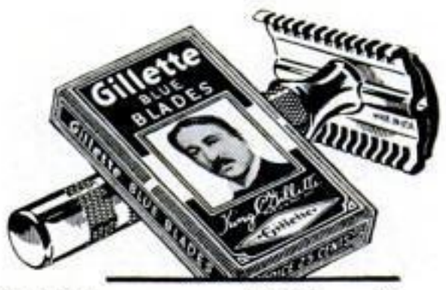
HERE'S a suggestion for men who find shaving a task to be dreaded. Switch back to using Gillette Blades in your Gillette Razor. Then notice how smoothly your razor removes every trace of stubble.

This is because the Gillette Razor and the Gillette Blade *are made for each other*. Rigidly matched in design and manufacture, they function together in perfect harmony.

If you have strayed away from the habit of using Gillette Blades in your Gillette Razor, buy a package today. See how pleasant shaving can be when your razor and blade match!

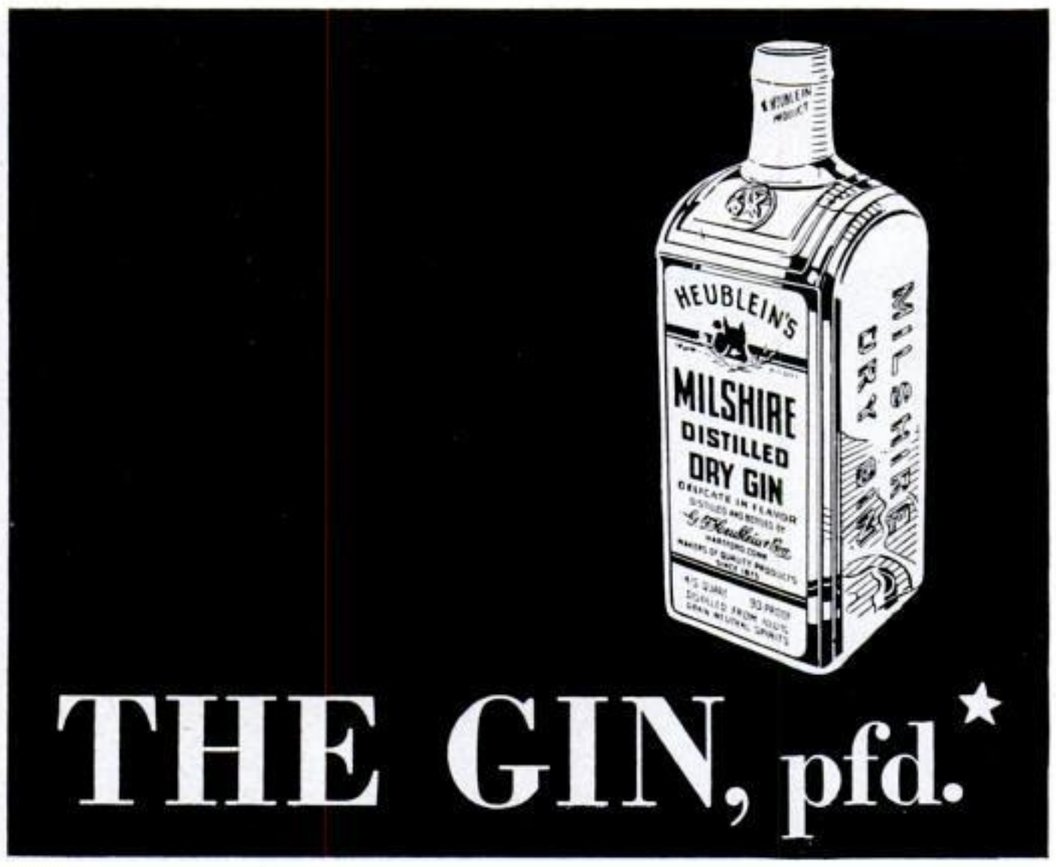
Reputable merchants never offer substitutes for Gillette Blades. Always ask for them by name!

Smile and sing with Milton Berle and other stars on Gillette's "Original Community Sing" radio program — CBS Network — Coast to Coast — Sunday nights — 10 P. M., E. S. T.



Gillette Blades

Precision-made for the Gillette Razor



THE GIN, pfd.★

★ ***Preferred by men who know quality. No drink is smoother than the gin you mix with . . . next time try Milshire.*** **G. F. Heublein & Bro., Hartford, Conn.**

HEUBLEIN'S MILSHIRE DRY GIN

BY THE MAKERS OF HEUBLEIN'S CLUB COCKTAILS

90 PROOF — DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS

Blessed Event ..StyleTwins!

There's no law that a man's dress accessories must "go" together. But if you like them that way, as most men do, you'll want to get yourself a pair of smart Pioneer Braces *matched* with supremely comfortable, easy-stretch Pioneer Garters. The preferred braces are Streamlox Customfit—the kind that really FIT and fasten with jewelry clasps instead of buttons. In the combination package priced at $1.50 you'll find them at good men's wear counters everywhere.



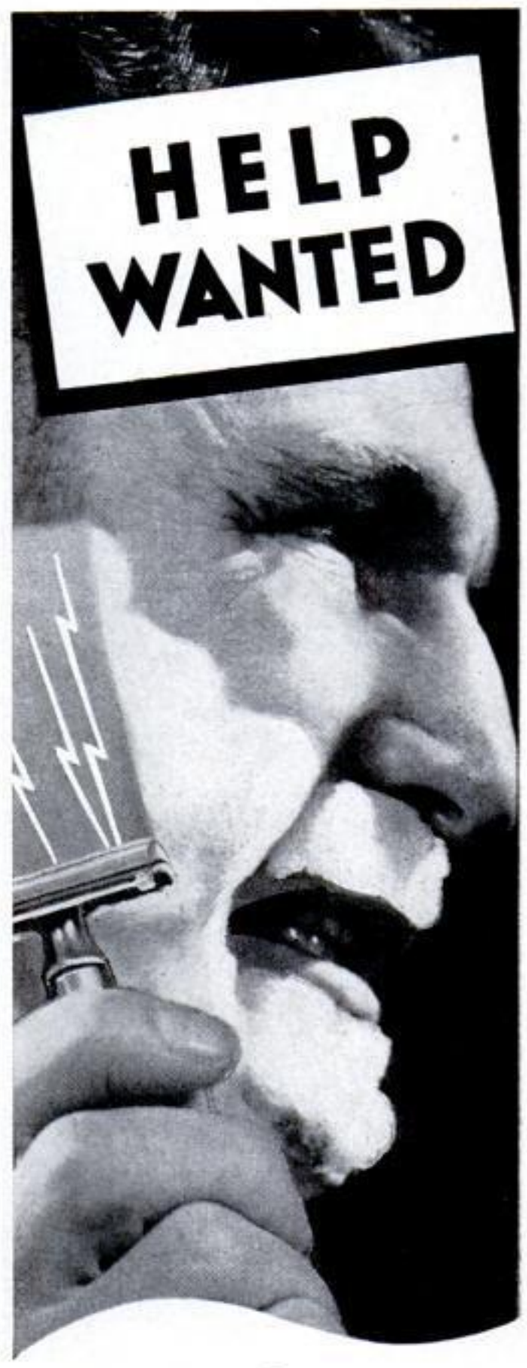
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BRACES · GARTERS · BELTS · BUCKLES

Dependable Quality · Correct Style · Since 1877

PHILADELPHIA



MAKE THIS SHAVE TEST

Men...if you want to be helped to a better shave...just realize this one important point: every man's skin (yours too!) tends to be either *oily* or *dry*. And Mennen has done something about it...by making two types of shave: one to *remove* excess oil from beard and skin...and the other to *conserve* oil. If your skin is *oily*, you need Mennen Lather Shave to wilt your oily whiskers...and to cleanse your pores. But if your skin is *dry*, then you need Mennen Brushless; not only does it wilt whiskers, but it also helps relieve the tightness, rawness and discomfort that go with dry skin. And it's a cream, not a grease.

You owe it to yourself to find out which Mennen Cream fits *your* face. Send 10c for the Mennen Skin Tester Kit, containing liberal demonstration sizes of 5 Mennen Products — including both Lather Shave and Brushless (as well as Skin Bracer, Skin Balm and Talcum for Men). Address Dept. E4,12, The Mennen Co., Newark, N. J.



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PICTURES TO THE EDITORS

Blood Donor

Sirs:

Shown in this picture *(below)* is Dorothy MacRae, 22, of Jackson, Mich., a coed at Battle Creek College, who is trading her life blood for an education. Miss MacRae *(in print dress)* works her way through school as a "donor" at local hospitals. Glowing with health, she suffers little inconvenience and practically no discomfort from giving her blood to those who need it in a crisis. The service nets her a very substantial part of the expense of securing an education. She requires about three weeks to generate a pint of blood, but she assures herself of a margin of safety by giving only one transfusion every four weeks. The fee ranges from $25 to $50, depending upon the amount of blood required. The only time lost from classes is that spent at the hospital while the blood is being drawn from her arm. After a morning transfusion, Miss MacRae takes a cab back to the campus and attends classes for the remainder of the day. In the picture enclosed she is giving her blood to a patient directly. It is being drawn from her arm through a pump graduated in centimetres to measure volume, and transferred to veins of the patient. A nurse watches her blood pressure and physical reactions constantly during the transfusion.

MARGARET CARLSON

Battle Creek, Mich.





Spider Web

Sirs:

Spider webs may not be news. Neither are black widows, for that matter, and you considered them at some length in the first issues of LIFE. So why not this photograph of the fairy lace that spiders spin and hang about for mortals to wonder at?

When jewelled with dew or fog a spider's web is one of the most delicately beautiful things in nature. Moreover, it is one of the most difficult of subjects for the photographer. Fogs and heavy dews come only occasionally. The previous night must have been warm or there will be no webs. If there are both webs and moisture there may be a breath of wind, and since all shooting must be done in the poor light of early morning, long exposure is essential. When the dew evaporates the web becomes again invisible.

HARRY PEDERSON

McAllen, Tex.



Mrs. Simpson's Bathroom

Sirs:

Enclosed are photographs of one of the sumptuous bathrooms in the Château de Cande, France, at which Mrs. Wallis Simpson is a house guest. The Château de Cande is owned by Charles E. Bedaux, president of the Washington-Lafayette Institute. Mrs. Simpson is occupying the private suite of Mrs. Bedaux whose bathroom is here shown. The château, built in 1313, was recently modernized by the installation of seven modern bathrooms with lavatories of black Italian marble, porcelain tubs, gold-plated faucets and chromium-plated steam-heated towel warmers. The selection of American-made plumbing fixtures by Mr. Bedaux is a silent recognition of this U. S. industry.

NORMAN J. RADDER
Secretary
Plumbing & Heating Industries Bureau

Chicago, Ill.



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PARIS
Free-Swing
SUSPENDERS
are a lesson in
"HANGING ON"



If you can hang on the way they do you'll never lose out! "Free-Swings" can be pulled every way of the compass, but no contortion of the body can disturb their shoulder-blade control . . . they pivot from a double swivel whose single purpose is to give you all the "give" you want without getting off the track . . . no skid, no pull, no sense of being held back . . . just the security of knowing that when you're cutting loose and letting go, they'll still be hanging on!

★

Get several pairs in color schemes to match your clothes. $1 and up

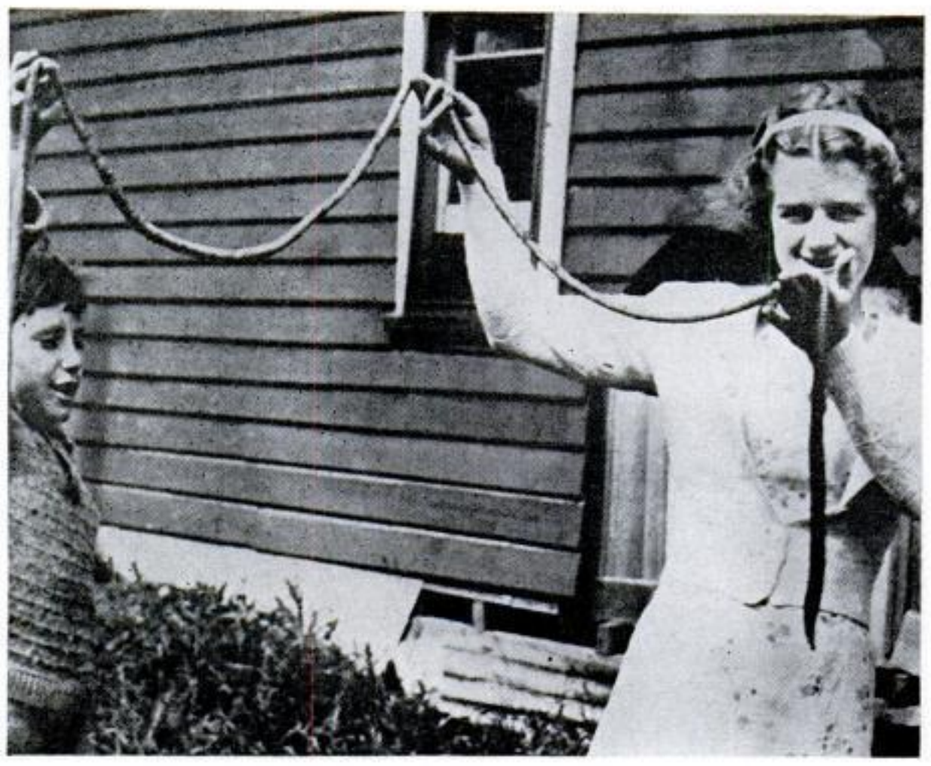
PARIS
The Mark of Distinction Authentic Styling

Swing to "FREE-SWING" Suspenders

As Fine as Paris Garters

A. Stein & Company
CHICAGO • NEW YORK • TORONTO

PICTURES TO THE EDITORS
(continued)



Long Worm

Sirs:

This picture shows an angle worm several yards long. The clip with it claimed that the soil of Gippsland, Australia, where this worm was found, is so rich that worms grow that long and that eucalyptus trees grow 300 ft. high. I don't believe it!

SALLY TIBBETTS
Duluth, Minn.



Niagara Crossing

Sirs:

Allow me to express my pleasure at the splendid reproduction of my "Kite Balloons over London" photomontage in your issue of March 29. It disappointed me, however, to find that after having spent days and the utmost care in preparing this feature for LIFE, I got a bad break in the credit line: by George Willard Boute. My name happens to be Bonte.

I greatly enjoyed your reproductions of early photographs and I am sending you a photograph of S. J. Dixon, a Toronto photographer, balanced upon a wire cable over Niagara Falls. The photograph was taken Sept. 7, 1890 by the Littleton View Company of Littleton, N. H., a firm no longer in existence. The cable used in this stunt was 875 ft. in length. Twice during his perilous trip, Dixon knelt on one knee and waved to the 8,000 spectators who lined the American and Canadian shores. Upon reaching the middle, Dixon lay flat upon his back for a few seconds. The journey consumed just 13 minutes.

GEORGE WILLARD BONTE
New York, N. Y.

JASPER
NATIONAL PARK
in the CANADIAN ROCKIES

Rx *for People who have been Everywhere*



Breath-taking peaks to climb or just admire.



Sparkling lakes and splashing streams in a perfect setting.

Jasper Park in the Canadian Rockies—it's the place where knowing world travelers *come back for more!* Delightful social life, and the gracious hospitality that has made Canadian National famous. In addition, the world's most thrilling mountain setting for all the things you like to do—golf, tennis, swimming, fishing, hiking, riding, and loafing. Rates with meals at Canadian National's Jasper Park Lodge are from $7.00 a day. And, after Jasper, you'll want to go on from Vancouver to Alaska—Canadian National trains and steamships all the way!

Low rail fares. Air-conditioned equipment from Montreal, Toronto, St. Paul, to Jasper and Vancouver.

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Kansas City.....414 Fairfax Bldg.
Los Angeles.....607 S. Grand Avenue
Minneapolis.....634 Marquette Avenue
New York.....673 Fifth Avenue
Montreal.....360 McGill Street
Philadelphia.....1500 Chestnut Street
Pittsburgh.....355 Fifth Avenue
Portland, Me....Grand Trunk Ry. Station
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TO EVERYWHERE IN CANADA

Tune in
THE MARCH OF TIME
EVERY THURSDAY
10:30 p. m.—E. S. T.

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What's new in the new Buick?

ALL YOU CAN SEE — AND THEN SOME



START with the *radiator* if you like. That's new. So is the *bonnet*. The *headlamps* are new. The *door handles*, the *hardware*, the smart *interior trim*—everything you can see.

Probe deeper. You find new thrift, new efficiency from a brand new all-position Aerobat *carburetor*. New *automatic choke* that puts new certainty in cold weather starting. New streamlined *valves* give new wallop to an easier-breathing valve-in-head engine that's already 10% more efficient, size for size, than other types.

New and *higher compression* steps up power. So does a new quiet *muffler* that cuts down exhaust pipe backpressure. New valve *rocker-arms* help keep powerflow quiet whether the engine is hot or cold. New high-output *generator* gives you ample juice for all electrical needs.

Then add new strength and rigidity in the *chassis*, new length of *wheelbase*, new *headroom* in spite of new low roof lines, new *lower floors*, and new *wider doors* that are easier to pass through—and you begin to get a part of the picture.

But the big new thing in the glorious new Buicks that transcends all these is the new way it "roads" and rides and drives.

It travels with a wondrous earth-skimming steadiness, without weave, bobble or jar, without wind-wander or wheel-fight, without urging or labor—its controls so sure and responsive they seem like extensions of your own hands and feet.

Like a merry heart it goes all the day. Tough runs won't faze, strain or weary it. It's quick as youth on the uptake, quiet as a cloud, and whatever the duty game and gallant as an aviator's wife.

What's new in Buick? Try one and see. You'll find the answer is *everything*, including even the *value*, list prices on these great new cars now being the lowest in all Buick history.

NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES

- ★ VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE
- ★ ANOLITE PISTONS
- ★ AEROBAT CARBURETOR
- ★ SEALED CHASSIS
- ★ TORQUE-TUBE DRIVE
- ★ UNISTEEL BODY BY FISHER
- ★ TIPTOE HYDRAULIC BRAKES
- ★ KNEE-ACTION COMFORT AND SAFETY
- ★ "HIGH OUTPUT" GENERATOR
- ★ JUMBO LUGGAGE COMPARTMENTS
- ★ DOUBLE STABILIZATION
- ★ SAFETY GLASS

LOWEST BUICK PRICES EVER! At today's prices, a big Buick valve-in-head straight eight costs little more than the average six outside the lowest price field! See your dealer and learn how little more buys a bellwether Buick . . . GENERAL MOTORS TERMS TO SUIT YOUR LIKING



STOWAWAYS FIND ROOM HERE

Give the little girl a hand for trying! She knew there would be room to spare in Buick's jumbo luggage compartment — even after you've stowed away all the luggage you'll need. You could go around the world with the baggage you can carry here.

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

"It's Buick again!"

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

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Advertisement



A DEB'S *Daily Doings*

Advertisement





1 A picture of smartness and sophistication is the deb of today. Ever alert to the "musts" of health and beauty, she hurries to her daily appointment with a famous beauty expert.



2 The never-failing formula of facial and massage gives her a tingling, soft, lovely skin.



3 Then skilled fingers create an exquisite coiffure —a fitting crown for her charming features.



4 And so, ready to face the crowded hours of a "first season", she joins the man of the minute for a cocktail and snack.



5 Home... for the most important ritual of the day . . . preparations to go dancing. A shower provides just the proper pick-me-up. And, of course . . .



6 she always uses Pepsodent Antiseptic because she knows that her breath must be sweet and pure if she wants to be completely dainty.



7 With the deftness of an artist she applies makeup—the finishing touches designed to slay the stag line.



8 Piquante in perky lace, she waltzes gaily —gown and girl a fragrant combination of loveliness.



9 And for her big moment Pepsodent Antiseptic still stands guard. Because she has learned that it will keep her breath sweet and pure hours longer. That's why she feels sure of herself—safe—at all times everywhere.

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EZ A PÁLINKA BUDAPESTEN IS KAPHATÓ *



Ambassador of good will to 87 countries

* EVEN IN BUDAPEST YOU WILL FIND THIS WHISKY...

"Budapest," writes C. L. Comstock of Nantucket, "is one city I wouldn't want to miss—only it isn't one city, but two. The beautiful blue Danube flows right through it! And the favorite delicacy of both halves isn't gulyás, but good old Yankee-style corn-on-the-cob! Nor is this the only Yankee custom. On the Promenade Ship on the Danube I was served 'Canadian Club'! I had to look twice to convince myself we weren't on the Sound! But I had to sip only once to recognize the smooth flavor of this welcome friend from home!"

If you've an eye for quality, look for the name Hiram Walker. In rye or bourbon—rich, or mild and mellow—there's a Hiram Walker whisky to suit your purse and please your palate. At your favorite dealer's and at leading clubs, bars and hotels Hiram Walker & Sons, Inc., Peoria, Illinois and Walkerville, Ontario.

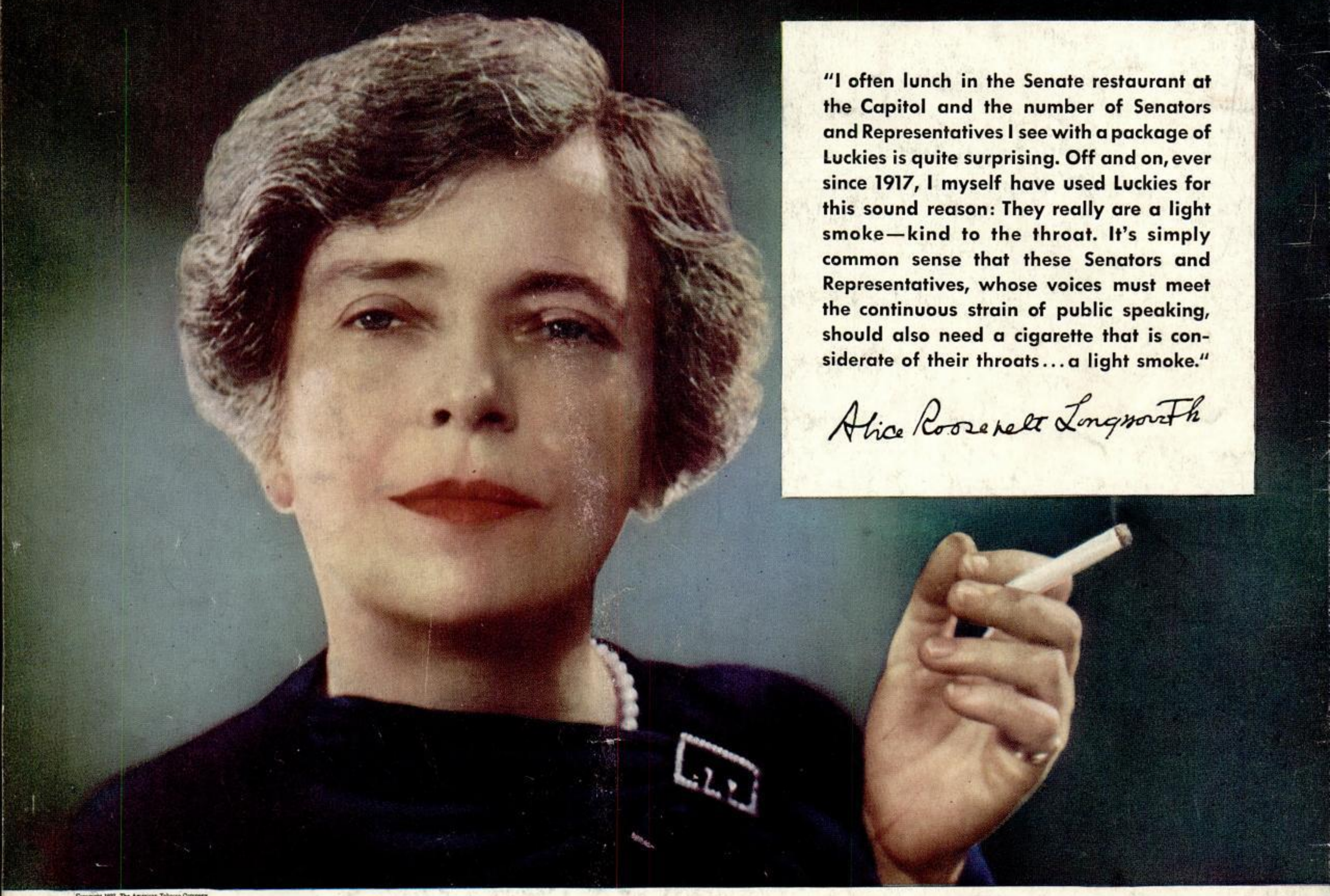
HIRAM WALKER'S "CANADIAN CLUB" CANADIAN WHISKY. THIS WHISKY IS 6 YEARS OLD. 90.4 PROOF

Hiram Walker's "CANADIAN CLUB"

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Alice Roosevelt Longworth says:

"They're a light smoke, kind to the throat"



"I often lunch in the Senate restaurant at the Capitol and the number of Senators and Representatives I see with a package of Luckies is quite surprising. Off and on, ever since 1917, I myself have used Luckies for this sound reason: They really are a light smoke—kind to the throat. It's simply common sense that these Senators and Representatives, whose voices must meet the continuous strain of public speaking, should also need a cigarette that is considerate of their throats... a light smoke."

Alice Roosevelt Longworth

Copyright 1937, The American Tobacco Company

The Finest Tobaccos—
"The Cream of the Crop"



In a recent independent survey, an overwhelming majority of lawyers, doctors, lecturers, scientists, etc., who said they smoked cigarettes, expressed their personal preference for a light smoke.

Mrs. Longworth's statement verifies the wisdom of this preference, and so do leading artists of radio, stage, screen and opera, whose voices are their fortunes, and who choose Luckies, a light smoke. You, too, can have the throat protection of Luckies—a light smoke, free of certain harsh irritants removed by the exclusive process "It's Toasted". Luckies are gentle on your throat.

A Light Smoke

"It's Toasted"—Your Throat Protection AGAINST IRRITATION AGAINST COUGH

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3217 WEST 64TH PLACE
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